



Reycinth R. Macabante

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<https://ryujo-afk.github.io/new-web-port/>

Virtual Assistant | Graphic Designer | Front-End Developer

Creative Graphic Designer & Virtual Digital Marketing with experience in brand design, social media templates, and digital assets. Skilled in Adobe Creative Suites, Canva, Figma, and visual storytelling to deliver engaging designs. Strong foundation in IT and virtual support, with proven results in digital marketing growth, creatives, and admin task. Detail-oriented, adaptable, and passionate about creating consistent, human-centered designs for entrepreneurs and businesses worldwide.

EDUCATION

College- Aklan State University Kalibo Campus

Bachelor in Science in Information Technology | Major in Software Engineering

Cum Laude- May 2025

High School- Infant Jesus School

Science Technology Engineering and Mathematics

With Honor- May 2021

Elementary- Mobo Elementary School

Valedictorian- June 2015

SKILLS

Admin & Collaboration

Calendar Management
Email Handling

Data Entry
Reporting

Technical Tools & Skills

Canva (Advanced)
Capcut (Video Editing)
Adobe Creative Suites

Ai Tools (Advanced)
Figma (Basic)
Microsoft Office Suite

Soft Skills

Good Communication
Tech and Social Media Savvy
Time Management & Organization

Problem Solving & Critical Thinking
Detailed Oriented
Continuous Learner

EXPERIENCE AND TRAINING

On The Job Training- Admin Assistant | Graphic Design

Sun Life Canada | Feb – June 2025 | Hybrid

- Processed client applications and generated accurate daily reports to support business operations.
- Processed client applications, generated reports, and assisted in digital documentation.
- Created PowerPoint slide decks and branded presentations for client meetings.
- Designed marketing materials, art cards, and internal briefing slides to support client campaigns.
- Collaborated with advisors and managers to maintain branding consistency in visual content.

Digital Marketing and Product Reseling (Freelance)

2020 – Present | Remote

- Create product listings, inquiries, and customer orders to ensure smooth transaction (Facebook Market)
- Provided timely and professional customer assistance, ensuring smooth client transaction
- Designed social media templates, marketing ads, logos, and recognition awards to boost client branding.
- Used Facebook Marketplace and online selling platforms to reach a wider audience and increase sales.
- Increased sales by optimized product listings and customer engagement on Facebook Marketplace.

Graphic Designer and Social Media Manager

Uniquo Digital Printing Shop | 2025 – 2026 | On-Site

- Conceptualize and design creative materials based on client requirements such as tarpaulins, stickers, t-shirt prints, IDs, and lanyards.
- Develop layouts and design setups ready for printing and production.
- Utilize Adobe Creative Suite (Photoshop, Illustrator, Canva, etc.) to produce high-quality design outputs.
- Operate and maintain various printing and machines including tarpaulin, sublimation , DTF and Placque.
- Organize and manage thier facebook page for engagement, inquiries and online process
- Boost sales using social media meta analytics and connects with potencial costumers.