



KATE LESCANO

A+ Social Media Creator | Content Writer | Canva Creator

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🌐 <https://simplifywithkate.my.canva.site/>

📍 Davao City, Philippines

ABOUT ME

I am a Social Media Creator, Content Writer, and Canva Creator with two years of experience in the virtual world. With expertise in crafting engaging content and visually captivating designs, I assist clients in achieving their goals through my specialized skills.

SKILLS:

- Team Management
- Meeting Facilitation
- Recruitment and Hiring
- Client Relationship Management
- Copywriting for E-commerce
- Shopify Website Management
- Product Mock-up Creation (POD Platforms)
- Interviewing Techniques
- Communication Skills
- Time Management
- Leadership
- Adaptability
- Problem-Solving
- Collaboration
- Creativity
- Empathy
- Organizational Skills
- Attention to Detail
- Interpersonal Skills
- Proactive

CERTIFICATIONS

- Virtual Executive Assistant Course
- General VA Certification
- Basic WordPress
- Social Media Management
- Amazon Product Sourcing for Online Arbitrage
- Creating Character Animations for Educators
- Copywriting

WORK EXPERIENCE

October 2022 - December 2023

AGI Labs

Content Writer/Social Media Manager

- Creating informative blogs to introduce software products and educate users on their benefits.
- Managing social media platforms including Facebook, Instagram, Twitter, Pinterest, and LinkedIn.
- Scheduling posts for consistent engagement across platforms.
- Designing eye-catching posters to convey product information and reach potential clients.
- Publishing blogs on reputable websites such as Quora, Medium, and Substack.
- Using Canva to create visually appealing posters for informational purposes.

March 2023-May 2023

Otto The Octopus

Content Writer

- Writing empowering blogs for parents and caregivers, offering the best resources for raising happy and healthy children.
- Creating engaging books, coloring books, and educational supplies designed to give kids a head start in life, with a focus on fun and learning.
- Actively engaging with parents on Facebook groups, introducing our products and providing support, particularly for first-time parents.
- Designing eye-catching posters that promote positive values and offer valuable information on parenting skills.

August 2023-November 2023

ProCommerce

Shopify VA

- Managing and overseeing workers on a daily basis.
- Conducting meetings and facilitating communication among team members.
- Hiring new employees and conducting interviews.
- Arranging meetings with clients to introduce them to our services.
- Handling copywriting for products on the Shopify website.
- Creating t-shirt mock-ups for POD designs using Midjourney AI.