

Vaughn Jasper Almeida

Social Media Manager | Graphic Designer



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Laguna, Philippines

Summary

I am an Industrial Engineer pursuing a career in Graphic Designing and Social Media Management. I specialize in company brand identity (logos, typography, and color pallets), product graphic designing, developing social media and content strategies, social media campaigns, and social media calendar.

I love being creative with my work. Whether it's coming up with new ideas for logos or creating graphics for a new product line, I am always up for the challenge of bringing my clients' vision to life.

Education

2022

SOCIAL MEDIA MARKETING

HubSpot - Academy

2015 - 2020

INDUSTRIAL ENGINEERING

Polytechnic University of the Philippines - Biñan Campus

Skills and expertise

- Creativity
- Social Media Practices
- Branding
- Graphic designing
- Writing
- Computer proficiency
- Basic HTML and CSS coding
- Microsoft office
- Data analysis skills
- Customer service
- Marketing

Experience

RESTAURANT MANAGER - SOCIAL MEDIA PRACTITIONER

Lucia's Kitchen

March 2022 - December 2022

📍 Laguna, Philippines

- Developed company brand identity, voice, and tone to stand out to potential customers in the market.
- Developed creative advertising contents for various media, including catalogs, menus, flyers, posters and product packaging while ensuring brand awareness.
- Developed social marketing content such as posting products images and short videos.
- Perform competitive research and benchmarking to further understand target audience and goals.
- Maintained the company's social media presence by posting contents, answering inquiries, and monitoring competitor's content and social presence.
- Increased customer engagement on company social media accounts by 30% through interactive promotions and advertisements.
- Effectively recruiting and managing employees, overseeing operations and ingredient stocks, handling customer complaints, and generating financial reports.

RESTAURANT SUPERVISOR - GRAPHIC DESIGNER

Pomodoro Pizza

February 2021- March 2022

📍Laguna, Philippines

- Oversees overall restaurant operation and administrations duties.
- Created staff schedules and duties weekly.
- Establishing daily financial and marketing reports.
- Performing weekly audit to ensure the company's SOP are followed.
- Designed and created menu, flyers, posters, and signages.
- Developed product graphic designs and layouts for social media accounts

ASSISTANT RESTAURANT MANAGER

Lucia's Café

March 2016 - January 2019

📍Laguna, Philippines

- Handling the cashier, customer orders and complaints, food quality, and serving customer orders.
- I work with a team to ensure that we are able to provide excellent customer service and consistently provide high-quality food products.
- Managing social media contents and inquiries.

Projects

BUSINESS BRANDING

Buzz Kitchen

2022

- Developed Brand identity and logo.
- Created menu and Flyers.
- Created Business posters.
- Created Product packaging.

BUSINESS STARTUP

Lucia's Kitchen

2022

- Developed concept and brand identity.
- Created Menu, logo, flyers, posters, and product packaging.
- Developed restaurant business plan, concept and menu, product costing, and marketing strategies.
- Design restaurant layouts.
- Procurement