



# BARBIE GRACE LOVE PATROCINIO

SOCIAL MEDIA MANAGER | VIRTUAL ASSISTANT

## CONTACT

- +63 956 554 5267
- patrocinio.barbie@gmail.com
- Camarines Sur, Philippines
- bit.ly/barbiepatrocinio

## SKILLS

- Effective Time Management
- Teamwork
- Leadership
- Flexibility
- Adaptability
- Problem-Solving
- Critical Thinking
- Efficiency Under Pressure
- Active Listening

## MARKETING SKILLS

- Content Creation
- Copywriting
- Graphic Design
- Social Media Management

## EDUCATION

Bachelor of Science in Business  
Administration major in Marketing  
Management  
**Ateneo de Naga University**

## AWARDS RECEIVED

- Cum Laude, Ateneo de Naga University  
GPA: (note: 4 is the highest)
- Academic Distinction, Ateneo de Naga  
University, Business Management  
Courses Department

## WORK EXPERIENCE

### Virtual Marketing Assistant

DIMG

Apr 2021 - Nov 2023

- Produced visually engaging social media graphics tailored to clients' brand identities.
- Developed comprehensive content calendars aligning with clients' objectives and industry trends, leading to a consistent posting schedule across multiple platforms to optimize reach and organic traffic.
- Executed daily engagement strategies on clients' social media platforms, fostering higher user interaction and improved brand visibility.
- Managed diverse administrative duties such as data entry, transcription, and email correspondence, ensuring streamlined operations and increased productivity.

### Social Media Manager - Content Creator (Internship)

Filipino Virtual Assistance South Luzon

Jun 2020 - Jul 2020

- Produced and curated high-quality content equivalent to one month's worth for FVA South Luzon's social media platforms including Facebook, Twitter, and Instagram, generating a consistent stream of engaging content.
- Leveraged Facebook Creator Studio and Hootsuite to efficiently schedule and manage approved content, optimizing posting times and frequency for maximum reach and impact.

### Sales & Marketing Coordinator

Biggs Inc.

Jun 2018 - Aug 2020

- Developed and executed targeted marketing promotions for branch anniversaries, to boost sales revenue and increase customer loyalty.
- Contributed to the creation of compelling promotional materials, including brochures, flyers, presentations, and other marketing collateral.
- Maintained meticulous records of marketing and sales activities, ensuring data accuracy and accessibility, facilitating streamlined decision-making processes, and enhancing team efficiency.

### Sales Training Supervisor

Tupperware Brands Philippines, Inc.

Oct 2016 - Sept 2017

- Spearheaded targeted sales training programs, identifying and addressing training needs promptly to increase sales team productivity.
- Collaborated with Field/Branch Sales and Operations Manager to achieve sales, recruitment, and dealer activity rate targets.
- Ensures proper merchandising and information campaigns, including campaign offers, incentive programs, and new product launches, resulting in a boost in product awareness and sales.
- Generated timely, accurate, and comprehensive reports, ensuring seamless communication and transparency.