



Jeraldine Gutang

+ (63) 9569075500

gutangjeraldine@gmail.com

Cebu City, Philippines

Education

College
Cebu Technological University

Bachelor of Science in Graphic and Design

Senior Highschool
Cebu Institute of Technology-University

Science, Technology, Engineering and Mathematics

Objective

Highly motivated and customer-focused professional with experience in digital marketing and social media management. Skilled in creating engaging content, analyzing website traffic data, and managing online brand reputation. Seeking a role in P&L ownership and team management at Kamikoto, with a strong interest in expanding my knowledge of e-commerce and digital retail.

Experience

Sept. 2021 – Present

Rocket Station

Social Media Manager

- Developed branding strategies to enhance the company's image and reputation
- Created written content for the company's website and social media accounts, incorporating basic SEO principles
- Designed and developed a website using WordPress, ensuring that it was user-friendly and visually appealing
- Set up and managed the company's social media accounts, engaging with followers and responding to inquiries in a timely manner
- Created and edited videos and graphics for social media and branding purposes, using basic video editing and graphic design skills
- Built proposals based on project notes provided, working closely with clients to deliver customized proposals that met their requirements
- Reviewed and edited proposals for accuracy, grammar, and clarity before submitting them to clients for approval
- Maintained a database of proposals for easy retrieval and reference
- Conducted property research and performed Comparative Market Analysis to assist in decision-making processes
- Coordinated daily operations for the company's property development and coaching program
- Scheduled and organized meetings
- Assisted with back-office tasks such as data entry, document preparation, and filing, ensuring that all information was accurately recorded and easily accessible

Aug. 2021 – Sept. 2021

Qureos

Intern

- Reviewed social media profile set-up
- Created social media campaign ideas and strategy
- Managed social media content calendar

Sept. 2020 – June 2021

Qualfon

Technical Service Representative

- Worked to resolve complaints, problems or respond to questions while demonstrating professionalism and courtesy with customers
- Assisted customers & store employees in identifying issues and explained solutions to restore service and functionality of the device