

# WAYNE LESTER BALLADOR

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SOCIAL MEDIA and PR SPECIALIST

## PROFESSIONAL PROFILE

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As a creative problem solver with academic training in statistics and research, I have developed expertise in identifying and resolving complex challenges across various industries. I bring a unique perspective through my creative and technical writing, social media management, public relations, administration, logistics, and human resource management skills. As an active member of a non-profit organization dedicated to promoting local literature and culture, I strive to increase awareness and contribute to the enrichment of my community.

## WORK EXPERIENCE

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### FREELANCE SOCIAL MEDIA CONSULTANT

2018 - PRESENT

- Developed customized social media strategies tailored to the client's goals and target audiences, optimizing engagement and brand visibility.
- Implemented data-driven tactics to analyze social media performance metrics, providing insightful recommendations for continual improvement and ROI enhancement.
- Cultivated and managed relationships with diverse clientele, delivering exceptional customer service and ensuring client satisfaction through effective communication and timely deliverables.

### CONTENT WRITER - Remote

FEB 2023 - AUG 2023

Ranked PTE Ltd. (SBF Center, SG)

- Consistently generate and self-edit 20 ready-to-publish articles daily, providing high-quality content to Fortune 500 clients.
- Effectively generate content tailored to specific nuances of multiple English dialects, particularly in American, Australian, British, Canadian, and Indian English.
- Proactively participate in improving the company's operation to help develop effective and factual content to serve the clients better and elevate the company's quality of outputs.

### PUBLIC RELATION CONSULTANT

JUN 2020 - SEP 2022

Prime Marketing (Iloilo City, PH)

- Established a thriving online community of over 5,000 potential customers by organizing engaging virtual events and creating daily, weekly, and monthly content for the company's social media pages.
- Implemented a Quality Assurance System based on KPIs and Branding Reviews to ensure the company's services and output consistently meet high-quality standards.
- Fostered successful relationships with local organizations and businesses, including artists, architects, establishments, venues, and malls, resulting in increased visibility and growth opportunities for the company.
- Led the company's 5th-anniversary celebration, increasing our social media reach and engagement by 215%, job and internship inquiries by 105%, and partnership invitations by 95%.

## EDUCATION

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### University of the Philippines Visayas

Bachelor of Science in Statistics

## SKILLS

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| • Content Creation (Creative and Technical) | • Google and Microsoft Document Software         |
| • Human Resource Management                 | • Photo and Video Editing                        |
| • Public Relations                          | • Basic SEO                                      |
| • Administration and Logistics              | • Statistics, Research, and Development          |
| • Social Media Management                   | • Proficient in English, Filipino and Hiligaynon |