



Dianne C. Rivera

Social Media Manager / Marketing Manager / Virtual Assistant

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WORK EXPERIENCE

Adish International Corporation

Social Media Manager

Makati City

November 2021 – January 2024

- Managing and creating content for various social media platforms such as Facebook, Twitter, Instagram, LinkedIn and others.
- Ensuring that the content aligns with the brand's image and is engaging and informative for the target audience.
- Develop a content calendar that outlines the type of content to be posted on each platform
- In addition to content creation and scheduling, we are also responsible for monitoring and responding to comments and messages on social media platforms.
- This involves engaging with followers, addressing complaints, and answering questions in a timely and professional manner.
- Ability to connect with a broad audience and engage with them in meaningful ways
- Creativity, flexibility and adaptability to stay on top of the constantly evolving social media

Dong Fang Jituan Corporation

Operation Administrator

Pasay City

January 2020 - November 2021

- Performing a wide range of tasks, including managing correspondence, scheduling appointments and meetings, and organizing files and records.
- Responding to emails, as well as drafting letters and memos on behalf of the organization.
- Organizing files and records, creating and maintaining filing systems, scanning and digitizing documents and ensuring that confidential information is kept secure.
- Strong organizational and time-management skills, also the ability to multitask and prioritize tasks effectively.

Home Shopping Network Inc.

Digital Marketing Associate

Makati City

April 2019 – January 2020

- Promoting products through various digital channels.
- Creating and executing digital campaigns
- Creating content for various digital channels including social media, email, and website.
- Creating engaging and informative content that speaks to the target audience.
- Monitoring social media trends and engaging with followers to build a strong online presence
- Analyzing data to measure the success of digital marketing campaigns

Client Acquisition

Freelance Work as Virtual Assistant & Lead Generation Specialist

Work from home

September 2022 – January 2023

- Providing administrative and technical support to clients remotely.
- Performing a wide range of tasks, including managing email and calendar, booking appointments, conducting research and managing social media accounts.
- Answering emails, responding to inquiries, scheduling appointments, and setting reminders for important deadlines.
- Conducting research on behalf of clients, may involve market research, analyzing data, and gathering information on competitors or industry trends.
- Managing Social media accounts, creating and curating content, monitoring engagement and responding to comments and messages.
- Lead generation specialist, also includes identifying and qualifying potential customers for a business.
- Executing lead generation campaigns, online research, market analysis, and data mining to create potential leads.

Manila Broadcasting Company

Social Media / Marketing Coordinator Intern

Toronto, ON

January 2019 – April 2019

- It allowed me to gain my first hands-on experience in social media content creating and event management.
- Assisting with live broadcast, editing audio segments, and coordinating promotional events.
- Creating a content calendar and brainstorming ideas for social media campaigns.

EDUCATION

Manila Tytana Colleges

Degree in Bachelor of Arts in Communication

Pasay City

Graduation Date: April 2019

- Organizations/Awards: Honors Program, Dean's Honors List

SKILLS & TOOLS

Skills: Verbal and Written Communication skills | Creativity | Strategic Thinking | Analytical Skills | Customer Service Skills

Tools: Microsoft Office (Excel, PowerPoint) | Sprout Social | Facebook Insights | Canva | BuzzSumo | Slack | Trello | Google Drive | Google Analytics | Meta Business Suite | Hubspot