



# Jayson Orbita



## DIGITAL MARKETING SPECIALIST

### PROFESSIONAL SUMMARY

Highly motivated and results-driven Digital Marketing Specialist with over 3 years of proven experience in developing and executing impactful social media strategies for diverse local brands. Adept at leveraging online platforms to enhance brand visibility, drive engagement, and generate measurable growth. Eager to bring a strong understanding of regional market dynamics and a track record of success to dynamic businesses within the vibrant Cebu City landscape.

### SKILLS

- **Digital Marketing Strategy:** Social Media Strategy, Content Calendar Development, Campaign Planning & Execution, Brand Positioning, Market Research
- **Social Media Management:** Facebook, Instagram, TikTok, Facebook Ads Manager, Meta Business Suite, Community Management, Live Updates
- **Content Creation:** Web Content Writing, Copywriting, Video Scripting, Basic Graphic Design (Canva), Photography Direction
- **Visual Production:** Official Video Marketing Ads, Area Photoshoots, Promotional Marketing Shoots (with Models)
- **Analytics & Reporting:** Performance Tracking, Data Analysis, Social Media Insights, Report Generation
- **General Skills:** Client Communication, Project Coordination, Time Management, Adaptability, Problem-Solving

### Contact Info

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### EDUCATION HISTORY

#### Bachelor of Arts in Hospitality Management

JH Cerilles State College | 2021 -Present

- **Business Manager, Department:** Managed departmental projects and resources, ensuring efficient execution and successful outcomes.
- **Supreme Student Counsel:** Actively participated in student governance, advocating for student welfare and organizing key campus initiatives

### CERTIFICATES

- **Virtual Assistant Academy Certificate of Completion – Virtual Assistant Social Media Marketing Course**
  - Specialized training in Social Media Algorithm, Content Creation, Basic Video Editing, Lead Generation, WordPress, and Facebook Ads strategies.
- **Virtual Assistant Academy Certificate of Completion – Real Estate Virtual Assistant Course**
  - Covered administrative tasks, social media marketing, listing management, transaction coordination, CRM's and Apps, and Real Estate process fundamentals.

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WORK HISTORY

Digital Marketing Specialist | Freelance / Client-  
Based Pagadian City, Zamboanga del Sur  
*July 2021 – Present*

- Orchestrated comprehensive social media strategies for a portfolio of **10+ diverse local brands**, including **Divers Superclub, Hofileña Medical Centrum, JA Pharmacy, and Monalisa Jewelry**, significantly boosting online presence and customer engagement.
- Managed content creation and scheduling across platforms including Facebook, Instagram, and TikTok, resulting in an average **25% increase in follower growth** and **18% improvement in engagement rates** for managed accounts.
- Developed and executed targeted Meta (Facebook/Instagram) ad campaigns, achieving an average **15% reduction in cost per lead** and generating consistent client inquiries and conversions.
- Produced engaging visual content, including **official video marketing ads, professional area photoshoots, and promotional shoots with models**, directly enhancing brand storytelling and appeal.
- Implemented consistent social media calendars and live updates, ensuring timely communication and fostering vibrant online communities for all clients.
- Conducted ongoing performance monitoring and analytics, providing actionable insights and refining strategies for continuous optimization.

PREVIOUS CLIENT SHOWCASE  
(LOCAL BRANDS IN MINDANAO)

The logos below represent local brands from Pagadian City where I've successfully driven digital marketing initiatives for over three years. I am now excited to leverage this deep understanding of regional market dynamics and a proven track record of elevating online presence to foster significant growth for businesses within the vibrant Cebu City landscape.



/Jay Son



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Mandaue Cebu City Philippines