



# Aldrin Kevin Tanawe

VIRTUAL ASSISTANT/ SOCIAL MEDIA MANAGER



kevintanawe@gmail.com



09470559292

Hi Spinvirtual Solutions,

My attention was immediately drawn to the post on Facebook where you stated you are looking for a Social Media Marketing Specialist. The profile you have outlined fits me very well as I will further explain in this letter.

I used to work as a Social Media Manager and a Virtual Assistant at Dream Webworks Company for 3 years. I'm in charge of handling administrative work, writing and editing content, content writing, blogging, editing photos, videos, and GIFs, managing social media accounts, email marketing, conducting research analyses, data entry, providing customer service, and setting up appointments for different niches. Over the past 3 years, I have gained ample experience in the field of being a Virtual Assistant and as a Social Media Manager.

I also have four years of experience working as a customer service representative for a BPO company, which has helped me to develop my communication skills, patience, and many other skills.

I consider myself to be a quick learner with excellent time management skills who is responsible and excellent at multitasking and focusing on the tasks given with compassion and integrity. Incorporating my expertise with your organization, I think I can add significant value. I see the position as a Social Media Marketing Specialist and expect to be able to develop myself further as a professional.

Below is my Updated Resume.

Thank you so much!  
Hope to hear from you soon.

Sincerely,

**Aldrin Kevin S. Tanawe**  
Applicant



# ALDRIN KEVIN S. TANAWE

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+639470559292

Social Media Manager | Virtual Assistant | Customer Support Representative

## EDUCATION

- University of the Cordilleras  
(2016-2022)  
Bachelor of Arts in Communication
- Irisan National High School  
(2007-2011)
- Quirino Elementary School  
(2001 - 2007)

## CAREER OBJECTIVE

3+ years of expertise developing organic and paid marketing funnels for life and health coaches, engineers, roofers, book authors, e-commerce, Shopify, doctors, and restaurants as a strategy and results-driven social media marketing manager and 4+ years for customer service representative. Goal-oriented and dedicated to all works given and with excellent work ethics.

## SOFT SKILLS

- Adaptability
- Attention to detail
- Collaboration
- Communication
- Creativity
- Customer Service
- Decision Making
- Empathy
- Leadership
- Multitasking
- Self-motivated
- Time management
- Problem Solving
- Team Work

## HARD SKILLS

- Graphic Design
  - Adobe Photoshop
  - Adobe Illustrator
  - Canva Pro
- Video Editing
  - Adobe Premiere Pro
  - Videopad | NCH
- Research skills
- Basic SEO/SEM/ASO
- Content Writing / Copywrite
- Marketing Campaign Management
- Social Media AD expert
- Customer Support Care
- Content Creation

## PERSONAL PROFILE

Dedicated social media marketing manager, virtual assistant, and customer support representative with more than 7 years of expertise in developing and implementing new competitive analysis and consumer trend report in fast-paced environments and customer care.

## WORK EXPERIENCE

### Social Media Manager

Dream Web Works (February 1, 2021- November 11, 2022)

- Design, build, and maintain our social media presence.
- Research intended and strategic plan integration for each project.
- Creating content, including text posts, videos, and images on social media platforms
- Promoting products, services, and content over social media, in a way that is consistent with an organization's brand and social media strategy
- Scheduling social media posts using applications such as Hootsuite, Canva, and Business Suite
- Interacting with customers and dealing with customers' inquiries
- Developing new social media strategies and campaigns
- Creating a monthly report base on the analytics of the posts from the social media analysis.

### Social Media Virtual Assistant

Techno Dream (February 2019-January 2021)

- Scheduling social media posts using applications such as Hootsuite, Canva, and Business Suite
- Interacting with customers and dealing with customers' inquiries
- Developing new social media strategies and campaigns
- Keeping track of data and analyzing the performance of social media campaigns
- Research analysis intended for marketing strategic plan
- Content writing and copywriting integration
- Creating content, including text posts, videos and images for use on social media
- Researching social media trends and informing management of changes that are relevant to the company's marketing activities
- Measures and reports performance of all marketing campaigns and assesses against goals (ROI and KPIs).
- Identifies trends and insights and optimizes spend and performance based on the insights.
- Brainstorms new and creative growth strategies through social media marketing.
- Plans execute, and measures experiments and conversion tests.
- Collaborates with internal teams to create landing pages and optimize the user experience.
- Scheduling appointment and taking inbound calls and doing outbound calls.

### Customer Support Representative

Convergys Baguio (October 20, 2018 - January 10, 2019)

Sitel Baguio ( June 03, 2015- September 13, 2018)

- Serve customers by providing billing information and resolving financial statement issues by the customers because I came from a financial account.
- Resolves product or service problems by clarifying the customer's complaint, determining the cause of the problem, selecting and explaining the best solution to solve the problem, expediting correction or adjustment, and following up to ensure resolution.
- Maintains financial accounts by processing customer adjustments.
- Recommends potential products or services to management by collecting customer information and analyzing customer needs.
- Prepares product or service reports by collecting and analyzing customer information.
- Contributes to team effort by accomplishing related results as needed.



@aldrinkevin



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