

# DANSTARSKY CUTAMORA

## Social Media Specialist

DIGITAL MARKETING | GRAPHIC DESIGN | REAL ESTATE | LEAD GENERATION |



## My Contact

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📍 Cebu City, Cebu, Philippines

📁 [Google Drive Portfolio](#)

## Core Skills

- Social media management (Facebook, Instagram, LinkedIn)
- Content creation and curation
- Social media advertising
- Project management
- Copywriting, design, & video editing
- Design Software (Photoshop, Canva)
- Strong communication skills
- Customer Relationship Management (CRM)

## Tools

- |                    |                        |
|--------------------|------------------------|
| • Google Suite     | • Asana, Notion        |
| • GoHighLevel      | • TimeDoctor, Hubstaff |
| • Hubspot          | • Facebook Meta        |
| • Canva, Adobe PS  | • Buffer, Tributo      |
| • Capcut, Adobe PP | • Slack, WhatsApp      |

## Education Background

- University of San Carlos  
*Bachelor of Science in Psychology*  
2015 – 2019

## Other Achievements

- BS in Psychology Cum Laude (SY.2015–2019)
- Registered Psychometrician

## About Me

Highly motivated and results-driven social media marketer experienced in driving engagement and increasing brand visibility through effective strategies. Skilled in managing multiple social media accounts simultaneously, with a deep understanding of digital marketing and social media platforms. Seeking a virtual assistant position as a Digital Marketer to leverage my skills and contribute to client success.

## Professional Experience

### Growth Hub | Social Media VA

2023 – Present

Key responsibilities:

- Created and maintained a comprehensive content calendar to ensure a strategic social media presence.
- Implemented proactive strategies to enhance brand visibility by actively joining relevant Facebook groups and sharing compelling content for target audiences.
- Utilized scheduling tools such as Buffer and Meta ensuring consistent and timely content delivery.
- Designed captivating visual content like magazines, flyers, and banners as needed using Canva or Photoshop
- Leveraged ChatGPT for crafting persuasive and impactful copywriting to resonate with target audience.

### Virtual Hub | Property Management Assistant

2021 – 2023

Key responsibilities:

- Assisted with day-to-day property management tasks, including responding to inquiries, scheduling property viewings, and coordinating maintenance requests.
- Developed and maintained property listings on various online platforms to attract potential tenants.
- Managed social media accounts for the company and promoting properties to generate leads.
- Supported the property management team with administrative tasks, such as preparing lease agreements and maintaining accurate records.

# Professional Experience

## cont.

### **Co.Lab – General Virtual Assistant**

*2022 – 2022*

Key responsibilities:

- Managed customer journey nurturing and tracked their progress.
- Proactively reached out to LinkedIn leads and promptly responded to their inquiries.
- Conducted various ad hoc research tasks as required.
- Engaged with the audience on social media platforms like Twitter and LinkedIn.
- Conducted research on airlines and scheduled flights as needed.
- Utilized Buffer to schedule social media posts in advance.

### **Freelance Video Editor (Capcut | Premiere Pro)**

*2022 – 2022*

- Cutting, editing, putting, transitions, and arranging clips relevant to brand goals
- Arranging B-rolls on a sequence to create long-form or short-form videos
- Cutting long-form content for repurposing into short-form contents
- File management and storage through Google Drive
- Listing down and updating the list of videos using Spreadsheets

### **Eperformax | Customer Service Support**

*2019–2021*

- Meeting monthly targets and quotas for sales or performance objectives.
- Handling customer inquiries via both inbound and outbound calls.
- Ensuring accurate and timely updates of lead information in the CRM system to effectively manage and recycle leads.