

# ANNA LIZA OCAN

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## SUMMARY

Seasoned professional with 10+ years in Marketing, Sales, and people management. Expertise in social media strategies and basic web design. Committed to growth and continuous skill acquisition.

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## WORK EXPERIENCE

- Document Analyst | Technical Editor | QA/VA, MTC | Frontiers -Remote** **Mar 2022 - present**
- Reviewing and editing using IT programs and company database statistical manuscript for completeness, accuracy, and consistency with established principles and guidelines for presenting technical or statistical information
- Social Media Manager | VA, Freelance- Remote** **July 2021-present**
- Restaurant Manager | Marketing Manager | TQA , Jollibee-Tagaytay City** **March 2014-July 2021**
- Responsible for the development and achievement of the store business objectives such as Sales and Profitability targets, customer satisfaction & Food, Safety and Cleanliness standards; People Management and Development; and Stores adherence to operating systems and standards and compliance with all government requirements.
- Store Marketing Assistant | Admin Support | Team Lead, Jollibee -Daet** **Sep 2004-March 2014**
- Assisted in the development of marketing collateral and promotional materials.
  - Conducted market research and competitor analysis to support strategic decision-making.
  - Supported the sales team in achieving monthly targets through effective coordination and communication.

## PROJECT EXPERIENCE

- Full Stack Web Development, Kodego** **March 2023 - Jul 2023**
- It aims to master all the basic and advanced level skills in the various tools and technologies involved in Web Development.
- Digital Marketing | Social Media Management |** **Jan 2024 - present**
- Web Development-Wordpress | Google Ads | Ecommerce VA/Shopify**
- Online training and courses: Udemy, Social Media Management Training Ph., Google
  - Skilled in ad campaign management and brand consistency, drive impactful and locally relevant social media initiatives.

## EDUCATION

### Bachelor of Science in Office Administration

University of Camarines Norte (Former CNSC)

Degree in business management and office processes needed in different workplaces such as general business offices, legal or medical offices.

### Bachelor of Science in Information Technology

University of Camarines Norte (Former CNSC)

- Relevant coursework in study, and lifelong professional development in the computing discipline associated with the program.
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## ADDITIONAL INFORMATION

- Proficient in content creation tools (Canva, Basic Adobe Photoshop)
- Social media platforms, experienced with analytics tools (Google Analytics, Ads | Shopify)
- Knowledge of ad management and basic SEO
- Video editing (Basic Premiere Pro, CapCut) and post scheduling (Buffer)
- Content writing and community management
- Ability to analyze data and track trends, Skilled in maintaining brand consistency
- Adaptable, creative, and organized in managing multiple accounts