

VINCENT A. PLAZA

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SOCIAL MEDIA MANAGER | CONTENT CREATOR | VIRTUAL ASSISTANT

PROFESSIONAL SUMMARY

Social Media Manager and Virtual Assistant with experience supporting businesses through content creation, social media management, administrative support, and audience engagement. Skilled in Canva, Meta Business Suite, Google Workspace, CRM management, content strategy, social media analytics, and administrative support. Proven ability to increase engagement, maintain content calendars, streamline workflows, and support business growth through strategic digital marketing and virtual assistance.

KEY SKILLS

Social Media Management | Content Creation | Content Strategy | Canva Design | Social Media Analytics | Social Media Reporting | Campaign Management | Organic Growth | Community Management | Virtual Assistance | Executive Support | Inbox Management | Calendar Coordination | Customer Support | CRM Management | Appointment Setting | Lead Generation | Copywriting | Video Editing | Brand Management

PROFESSIONAL EXPERIENCE

Social Media Manager / Virtual Assistant

US-Based Coffee Shop | January 2024 – March 2026

- Managed and scheduled 50+ monthly social media posts across Instagram and Facebook using Meta Business Suite and Canva, supporting content strategy, campaign management, and organic audience growth while increasing engagement by 35% over 6 months.
- Created branded graphics, captions, and content calendars aligned with marketing campaigns, helping maintain a consistent online presence and increase follower growth by 28%.
- Handled daily community management by responding to customer inquiries and comments within an average response time of 1 hour, improving customer interaction and retention. Provided executive support through inbox management, calendar coordination, file organization, and weekly reporting, reducing client workload by approximately 10 hours per week.

Content Creator / Social Media Manager

US-Based Skincare Startup | June 2023 – December 2023

- Designed 30+ promotional graphics and short-form social media content monthly using Canva, contributing to a 20% increase in post reach and engagement.
- Maintained and updated content calendars, ensuring 100% on-time posting consistency across multiple social media platforms.
- Provided administrative support including data entry, document organization, customer support, inbox management, and appointment coordination while improving workflow efficiency for a team of 4.
- Conducted weekly hashtag research and competitor analysis, helping optimize the content strategy and improve overall social media performance.

TECH PROFICIENCY

Productivity & Admin: Google Workspace (Docs, Sheets, Slides, Drive, Calendar), Microsoft 365, Notion, Airtable, Trello, Asana, Slack, Zoom, Gmail, Dropbox, Google Meet, ClickUp, Calendly, Data Entry, Email Management, Calendar Management, File Organization

Communication: Slack, Zoom, Google Meet, Loom, Calendly, Gmail, Microsoft Teams, Discord, Skype, WhatsApp Business

CRM & Marketing: HubSpot, GoHighLevel, Mailchimp, Meta Business Suite, Social Media Analytics, Social Media Reporting, Campaign Management, Content Calendar Management

AI & Automation: ChatGPT, Grammarly, Zapier, Make.com, Google Apps Script

Design & Content: Canva, CapCut, Adobe Express, Figma (basic)

Project Management: Asana, Trello, ClickUp, Monday.com, Notion

CERTIFICATIONS

- *Social Media Marketing Course - FREELANCE ACADEMY (2026)*
- *Real Estate Virtual Assistant Course - FREELANCE ACADEMY (2026) Facebook Advertising - VirtualAssist Online (2026)*
- *Lead Generation - VirtualAssist Online (2026)*
- *Data Entry - VirtualAssist Online (2026)*
- *General Virtual Assistance - VirtualAssist Online (2026)*
- *Graphic Design - VirtualAssist Online (2026)*
- *Social Media Management - VirtualAssist Online (2026)*

EDUCATION

Bachelor of Science in Criminology

Holy Child Colleges of Butuan | Butuan City, Philippines | 2023 Outstanding Criminology Intern

REMOTE WORK READINESS

Internet: *Primary: PLDT Fiber 100Mbps | Backup: Globe 5G mobile hotspot*

Power Backup: *APC UPS 1100VA(3-hour backup) | Generator access in building*

Equipment: *Acer RYZEN 7 | Dual monitors | Noise-cancelling headset | HD webcam*

Workspace: *Dedicated home office | Quiet environment | Professional video-call background*

Availability: *Full-time | Flexible across US (EST/PST), UK (GMT), AU (AEST) time zones*

LANGUAGES

English: *Fluent*

Filipino: *Fluent*