AIRA NICOLE ALCANCE

Social Media Manager/VA for Coaches & Service-Based Brands

| | Laguna, Philippines | linkedin.com/in/aira-nicole-alcance

WHAT I DO

I help coaches and service-based brands save 10+ hours a week on social media by planning content, producing short-form video and graphics, and managing community engagement — so founders can focus on clients instead of content.

RESULTS

Social Media Manager (Seasonal, Project-Based) — *Skyrocket Digitals* May 2025 – Aug 2025

- Built monthly content strategies and calendars, producing **3 Reels, 2 graphics, and 5 Stories weekly** across Facebook, Instagram, LinkedIn, and TikTok.
- Scheduled and published content with Salig.AI, keeping a **consistent, on-time posting cadence** for every client.
- Compiled monthly analytics reports with actionable recommendations that **directly shaped future content strategy**.
- Supported a client's marketer with content that contributed to closing a **$14,000 USD deal**, showing how consistent content can directly move sales conversations forward.

Social Media Manager / Virtual Assistant — *Sean Gilsie Creative Studio* Jan 2024 – Feb 2025

- Worked full-time, **40 hours/week**, as part of the core team managing content across multiple client accounts.
- Grew a mental health organization's Instagram from **3,100 to 4,000+ followers** through consistent content planning and community engagement.
- Managed **8 client accounts** across Instagram, Facebook, and LinkedIn, publishing **5x/week** while keeping branding consistent.
- Produced **20+ short-form videos** and 5 monthly content calendars using Canva, CapCut, Airtable, and Notion.
- Used ChatGPT and Notion to draft captions, organize research, and document workflows — **improving production and admin efficiency**.

TOOLS I WORK IN

CONTENT & DESIGN

Canva
CapCut
Meta Business Suite
Metricool

SCHEDULING & OPS

Salig.AI
Airtable
Trello
Calendly

AI & PRODUCTIVITY

ChatGPT
Claude AI
Notion
Google Workspace

EDUCATION & CERTIFICATIONS

BS Psychology
Pamantasan ng Lungsod ng San Pablo, 2023

PRO VA General Virtual Assistant Training
PRO VA, 2023

AVAILABILITY

Full-time, Part-time, Freelance | Flexible across US (EST/PST), UK (GMT), and AU (AEST) time zones | English: Fluent, Filipino: Native