Alyssa Mae Banaticla | Social Media Manager & Marketing Assistant

Social Media Management • Content Strategy • SEO & Digital Marketing • Email Marketing • Administrative Support

"Supporting brands with strategy, creativity, and reliable digital solutions that keep businesses moving forward."

PROFESSIONAL SUMMARY

Versatile and results-driven social media manager and digital marketing professional hands-on experience providing administrative, customer service, social media, e-commerce, sales, and marketing support across international and local businesses. Experienced in managing customer inquiries and inbound leads through email, social media, and direct messaging, supporting customers throughout the purchasing process, and handling approximately 50–100 inquiries and potential leads daily for an e-commerce brand. Skilled in social media management, community engagement, content creation, content calendar planning, content scheduling, community moderation, social media KPI monitoring, analytics, reporting, email marketing, lead generation, SEO, market research, campaign coordination, and digital marketing execution. Proficient in developing and implementing content and digital marketing strategies, maintaining social media calendars, creating branded content, scheduling posts, monitoring engagement, responding to customer concerns, and analyzing campaign and website performance. Experienced in supporting Facebook, Instagram, LinkedIn, and Twitter/X, as well as podcast, video podcast, website, email, promotional, and event campaigns. Familiar with tools including Canva, Later, HubSpot Marketing Hub, Klaviyo, Shopify, Google Analytics, Microsoft Excel, Google Sheets, Microsoft Word, Microsoft PowerPoint, Veeva, Microsoft Office, and Google Workspace, with the ability to adapt quickly to other platforms such as Meta Business Suite and Buffer. Demonstrated ability to manage high-volume customer and client activities, maintain organized records and reports, support marketing campaigns, and coordinate day-to-day business operations. Previously managed a 200+ account territory and approximately 180 healthcare professional accounts, consistently meeting monthly sales targets ranging from ₱100,000 to ₱500,000. Also experienced in quality documentation, ERP and document control systems, reporting, compliance tracking, and cross-functional administrative support. Ready to provide reliable remote support to small businesses, organizations, e-commerce business owners, coaches, and growing brands by helping manage their administrative tasks, customers, content, social media, marketing activities, and day-to-day digital operations.

KEY COMPETENCIES

- Administrative and Executive Support
- Customer Service (email, chat)
- Social Media Management
- Social Media Marketing
- Content Management
- Content Scheduling
- Content Calendar Development
- Social Media Optimization
- Search Engine Optimization
- Google Analytics
- Website Traffic Analysis
- Digital Marketing
- Email Marketing
- Email Campaign Management
- Lead Generation & Lead Nurturing
- Lear Prospecting & Follow-up
- Customer Relationship Management
- Customer Inquiry Management
- Inbound Lead Management
- Marketing Campaign Management
- Promotional Campaign Management
- Brand Promotion
- Market Research
- Video Editing (Facebook, YouTube)
- Market Trend Analysis
- Audience Research
- Campaign Performance Tracking
- Marketing Analytics
- Social Media Analytics
- Sales Tracking
- E-Commerce Marketing
- E-Commerce Operations Support
- ERP Systems
- HubSpot Marketing Hub
- Territory Management
- Account Management
- Sales Target Management
- Sales Performance Reporting
- Business Development Support
- Pharmaceutical Product Promotion
- Healthcare Professional Engagement
- Healthcare Account Management
- Product Presentation & Product Marketing
- Customer Email Management
- Quality Assurance
- Quality Control & Quality Reporting
- Quality Documentation
- Batch Record Review
- Document Control
- QA Record Management

- Quality Inspection
- Internal Quality Auditing
- SOP Documentation
- Quality Records Management

TOOLS/PROGRAMS

Project Management CRM & Marketing: Monday, Trello, Hubspot, Salesforce, Pipedrive, Zoho, Notion
Marketing & Automation: Klaviyo, ActiveCampaign, Zapier, ManyChat
SEO: Google Keyword Planner, Google PageSpeed Insights, Google Tag Manager, Google Search Central
CNS & Sales: Wix, HubSpot, Mailchimp, ActiveCampaign, ManyChat, Zapier, Shopify, Amazon
Content Creation: Canva, CapCut, Adobe Photoshop, Adobe Illustrator, Adobe InDesign
Admin Support & Productivity: Google Workspace (Gmail, Docs, Sheets, Forms, Drive), Microsoft 365, Microsoft Office (Word, Excel, PowerPoint, Outlook), OneDrive, Dropbox Veeva
Artificial Intelligence (AI): ChatGPT, Grammarly, Claude AI, Canva Magic Studio, Microsoft Copilot, Google Gemini
Communication and Collaboration: Slack, Zoom, Microsoft Teams, WhatsApp, Telegram, Viber
Social Media Management: Later, Buffer, Calendly, Meta Business Suite, Facebook, Instagram, TikTok, X (Twitter), YouTube, LinkedIn, Pinterest

WORK EXPERIENCE

Territory Manager | Training and Marketing Professionals Inc.
Onsite – Mandaluyong City, Metro Manila, Philippines | February 2024 – July 2025

- Managed the entire Laguna territory, overseeing relationships with 200+ healthcare professional and client accounts, including approximately 180 doctors across pediatrics, dermatology, family medicine, general practice, and internal medicine, as well as hospitals, clinics, and pharmacies
- Developed and maintained professional relationships to strengthen product awareness, account engagement, and territory growth
- Promoted and represented five major healthcare and pharmaceutical brands — Aveeno, Johnson's Baby, Bactidol, Benadryl, and Neutrogena — across multiple product variants and formulations, including washes, shampoos, soaps, lotions, gargles, cough medicines, syrups, and tablets
- Conducted product presentations and professional engagements tailored to different healthcare and patient needs
- Consistently achieved assigned monthly sales quotas from approximately ₱100,000 to ₱500,000, depending on product assignments and business objectives, by identifying sales opportunities, developing accounts, maintaining regular territory coverage, and supporting healthcare professionals with relevant product information
- Used Veeva to accurately document field activities, healthcare professional visits, required signatures, and engagement photos, while utilizing Microsoft Office and presentation tools for sales tracking, reporting, monitoring
- Coordinated account activities and follow-ups through WhatsApp, email, phone calls, and text messaging
- Monitored territory performance, identified opportunities for account development, and worked toward achieving sales and business objectives across the assigned territory

Quality Assurance Associate | Am-Europharma Corporation
Onsite – Calamba City, Laguna, Philippines | June 2023 – December 2023

- Supported daily quality assurance and GMP compliance activities by reviewing processes, procedures, documentation, and batch records to ensure production activities, products, packaging materials, and quality records complied with established standards and company requirements
- Reviewed and maintained batch documentation and quality records using ERP and document control systems, monitoring documentation status, release statuses, and batch-related records for accurate and quality processes
- Used Microsoft Excel for quality tracking and reporting and Microsoft Word for QA documentation, SOP-related work, and controlled documents
- Conducted inspections of production areas, finished products, packaging materials, applying sampling references and quality inspection tools to identify quality issues and verify specification compliance
- Assisted with internal quality inspections and audits, documented deviations and non-conformances, prepared quality reports, and followed up on quality-related concerns with relevant departments
- Maintained organized and accurate QA documentation to support traceability, compliance, and continuous improvement
- Coordinated with production and other cross-functional teams to address quality and compliance concerns, while supporting QA meetings, quality reviews, and compliance discussions with the Quality Assurance Supervisor and Quality Assurance Manager
- Prepare presentations and training materials using Microsoft PowerPoint for quality and procedural awareness

Basic Video Editing | Private Client (via Upwork)
Remote – East Greenwich, USA | April 2, 2022 – July 2022

- Edited daily 3-minute video content for Facebook and YouTube, incorporating an animated logo intro, opening screen, main video content, advertisements, outro, and background music to create polished and engaging final videos
- Prepared videos in horizontal format optimized for social media and YouTube publishing
- Also edited podcast content for YouTube, including audio processing, cleanup, leveling, and overall audio enhancement to ensure clear and consistent sound quality across published episodes

Marketing Assistant | Agency Performance Partners Cover Desk
Hybrid – Texas, US | February 2021 – July 2022

- Supported the agency's digital marketing activities across Facebook, Instagram, Twitter, and LinkedIn, creating and publishing content, updating social media pages, monitoring audience engagement, and promoting services, podcasts, events, and other marketing initiatives to maintain a consistent online presence and strengthen brand awareness
- Planned and executed email marketing, social media, podcast, video podcast, website content, and event promotional campaigns designed to reach target audiences, increase engagement, generate potential leads, and support the agency's marketing and business development objectives
- Supported email marketing initiatives for multiple client-related campaigns while coordinating promotional activities across different channels. Used HubSpot Marketing Hub for email marketing and digital campaign activities and Google Analytics to monitor website traffic, campaign performance, and audience behavior
- Applied SEO and SMO practices to improve content visibility, reach, and engagement, using performance insights to identify opportunities for campaign and content improvement
- Conducted market research and trend analysis to support campaign planning, prepared promotional and marketing materials, and assisted with website and content initiatives
- Leveraged Microsoft Office and Google Workspace for campaign tracking, reporting, content planning, research, and day-to-day marketing coordination
- Collaborated with sales and operations teams to coordinate marketing campaigns and promotional activities, contributing to a consistent multi-channel marketing presence and supporting initiatives focused on brand awareness, audience engagement, lead generation, and business development across the agency and its client-related projects

Social Media Manager | Leilani Shells Facebook & Instagram
Hybrid – Indonesia & Germany | January 2021 – March 2022

- Managed Leilani Shells' Facebook and Instagram presence by developing 30-day content calendars, creating branded graphics in Canva, and scheduling Instagram content through Later to maintain a consistent and engaging online presence
- Monitored and responded to comments, direct messages, and product inquiries, handling approximately 50–100 customer inquiries and potential inbound leads daily while nurturing prospects and guiding interested customers through the purchasing process
- Used Klaviyo to support customer communication and email marketing, and Shopify to support e-commerce activities and customer-related inquiries
- Addressed customer concerns professionally via email, helping strengthen customer satisfaction, engagement, and the brand's overall online presence

EDUCATION

Bachelor of Science in Pharmacy – University of Perpetual Help System Jonelta Laguna
Allied Medical for Medical Transcription – Optimum Transschool, Inc.
Amazon Virtual Assistant (Product Research and Listing) – AMZVA Online Tutorial Services