KYLE CHRISTOPHER ILAGAN

SOCIAL MEDIA MANAGER | VIDEO EDITOR | VIRTUAL ASSISTANT | E-COMMERCE ASSISTANT

Cavite, Philippines

PROFESSIONAL SUMMARY

Social Media Manager with **3 years of hands-on experience** managing social media accounts, planning and scheduling content, researching trends, writing captions and hooks, engaging audiences, and maintaining consistent brand presence. Also brings **4 years of video editing experience**, plus e-commerce support, data entry, customer support, and online research. Creative, organized, reliable, and comfortable working independently in remote environments.

CORE SKILLS

Social Media: Social Media Management, Content Strategy, Content Calendars, Scheduling, Trend Research, Caption & Hook Writing, Community Engagement, Audience Growth, Brand Consistency, Content Repurposing, TikTok Affiliate Marketing
Video & Content: Short-Form & Long-Form Video Editing, TikTok, Instagram Reels, YouTube Shorts, YouTube, B-Roll, Captions, Music/SFX, Basic Audio Cleanup, Basic Color Correction, Thumbnails, Graphic Design, Animation
VA / E-commerce: Data Entry, Microsoft Excel, Google Sheets, Online Research, Email Support, File Organization, Customer Support, Product Listings, Order Processing, Product & Order Tracking

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MANAGER — MakeFans Agency | Client: Dong | 2023–2025 | 3 YEARS

- Managed social media accounts and handled day-to-day content operations for the client.
- Planned, created, and scheduled content while maintaining consistent brand voice and visual presence.
- Researched trends, viral content, music, hashtags, topics, and audience interests to improve content ideas.
- Wrote captions and hooks and adapted content for different social media platforms.
- Monitored engagement and audience activity to identify opportunities and improve future content.
- Managed multiple content tasks independently while meeting deadlines and maintaining organized workflows.

E-COMMERCE ASSISTANT — Studying.com | Client: Andy Mai | Jun 2023–Present

- Manage e-commerce product listings and product information using Shopify and DSers.
- Process customer and supplier orders, customer emails, order concerns, refunds, and related e-commerce tasks.
- Use AliExpress for supplier orders and maintain accurate product, order, and customer information.
- Enter and organize product listings, customer orders, and order information in Microsoft Excel and Google Sheets.
- Maintain accurate records and spreadsheets for product and order tracking.

VIDEO EDITOR / GRAPHIC & PHOTO EDITOR — Studying.com | Client: Andy Mai | 2022–2026 | 4 YEARS

- Edit short-form TikTok and Instagram Reels content and long-form YouTube videos using CapCut.
- Turn raw footage into polished videos through cutting, pacing, captions, music, transitions, effects, B-roll, and visual elements.
- Create graphics, thumbnails, posters, and other visual content using Canva.
- Created claymation/stop-motion and stickman animation projects, handling animation and editing from start to finish.

TOOLS & SOFTWARE

Social Media: Instagram, TikTok, Facebook, YouTube, Meta Business Suite
VA & Productivity: Google Workspace, Google Drive, Gmail, Google Sheets, Google Docs, Google Calendar, Microsoft Word, Microsoft Excel, Microsoft Outlook, Slack, Trello, Asana, Notion, Zoom, Calendly, Loom
Creative: CapCut Pro, Canva Pro
E-commerce: Shopify, DSers, AliExpress
AI: ChatGPT, Google Gemini, Claude

ADDITIONAL STRENGTHS

Competitor Research • Basic Analytics & Performance Monitoring • Content Calendar Management • Customer Service • Creator/Lead Outreach Support • Digital File Management • Spreadsheet Organization • Professional Communication • Quick Learning • Problem Solving • Animation & Video Editing

EDUCATION

Bachelor of Science in Information Technology — GRADUATED | Cavite State University

ADDITIONAL INFORMATION

English, Tagalog | High Honors Grade 10 (2019) | With Honors Senior High (2022) | Creative Edit Winner, Studying.com (2025)