LIEZEL LABUTAP

SOCIAL MEDIA MANAGER



SKILLS

- Fast-Learner
- Multi-tasking
- Adaptability
- Decision making
- Computer Literacy
- Observation
- Strong Communication
- Collaboration
- Time Management & Organization

EDUCATION

BACHELOR OF SCIENCE IN PHYSICAL EDUCATION

Rizal Technological University

2020

SOCIAL MEDIA MANAGER

Social Media Management Self-Paced Online Course

2024

PROFILE

I'm a creative Social Media Manager with expertise in copywriting, video editing, and graphic design. I craft high-impact content, eye-catching visuals, and effective social media strategies that grow brands and boost engagement.

EXPERIENCE

SOCIAL MEDIA MANAGER

Sage Owl Publishing

2025

Managed social media content creation, scheduling, and engagement to grow brand presence. Created engaging copy, visuals, and videos aligned with brand identity to increase audience reach and interaction.

SOCIAL MEDIA MANAGER/CONTENT CREATION

Jav Luxers Bags and Accessories

2025-2026

Handled product photography, video editing, and graphic design for social media content. Created and managed ad creatives and ran social media ad campaigns to boost product visibility, reach target audiences, and increase engagement and conversions.

EXPERTISE SKILLS

- Content Creation
- Video Editing
- Graphic Design
- Social Media Strategy
- Analytics
- Managing Multiple Brands