SARAH MAE ESGUERRA

Social Media Manager / Administrative Support

Manila, Philippines

AREAS OF EXPERTISE

Administrative support	Lead Generation	Calendar & Email support
Social Media Management (Content creation, Scheduling, Engagement)	Graphic Design (Canva)	Customer Support
	Online Community Management	

KEY ACHIEVEMENT

- **Video Editing & Production:** Edited and published short-form video content (Reels/TikToks/Shorts) during internship, using CapCut and Canva to enhance visual appeal and drive organic video views.
- **Content Strategy & Execution:** Designed and scheduled cohesive, on-brand content calendars, increasing posting consistency and driving profile visits for practice campaigns.
- **Community Engagement:** Managed daily audience interactions and DMs during training, maintaining a rapid response rate to build community trust.
- **Organization & Workflow:** Streamlined content planning and administrative tasks using scheduling tools, cutting weekly prep time while meeting all project deadlines.

PROFESSIONAL EXPERIENCE

Social Media & Virtual Assistant Intern | *THE VA BAR*

Intermediate Training Course Program | Completed June 2026

- Comprehensive Freelance Training: Completed intensive, hands-on training across 5 core disciplines: Social Media Management, Graphic Design, Lead Generation, Email Marketing, and Administrative Management.
- Video Editing & Graphic Design: Designed on-brand visual graphics and edited short-form videos (Reels/TikToks) using Canva and CapCut to drive higher organic engagement.
- Social Media & Content Strategy: Built, scheduled, and managed content calendars while overseeing daily audience engagement and DM management.
- Administrative & Email Support: Executed administrative tasks, inbox management, and basic email marketing campaigns to streamline business operations.
- Lead Generation: Conducted targeted market research to identify and organize potential client leads.

Video Editor & Social Media Manager | *JGP Production* May 2026

- Multi-Platform Management: Managed and posted content across YouTube, TikTok, and Instagram, maintaining a consistent posting schedule to drive brand visibility and audience reach.
- Video Editing & Production: Edited long-form and short-form video content (Reels, TikToks, Shorts) optimized for platform-specific trends, retention, and visual engagement.
- Content Scheduling & Optimization: Formatted, scheduled, and published video assets with targeted captions, hashtags, and eye-catching thumbnails to maximize organic reach.
- Audience & Community Interaction: Monitored video performance, tracked viewer engagement, and managed comments/DMs to foster an active community across platforms.

EDUCATION

Bachelor of Science in Hotel Restaurant Management 2015-2020

Polytechnic College of the City of Meycauayan

ADDITIONAL INFORMATION

5 intermediate courses Certification from VA BAR

Social Media Manager & Graphic Certification at John Graves Production