



# PRECELYN CACAYAN

VIRTUAL TEAMMATE



## SKILLS SUMMARY

- Administrative Support
- Content Creation
- Market Research
- Campaign Support
- Digital Marketing
- Social Media Marketing
- E-Commerce Marketing
- Graphic Design

## TOOLS

- Shopify
- Meta Business Suite
- Microsoft Office
- Google Workspace
- Meta Business Suite
- Facebook Ads
- Social Media Platforms
- Canva
- Trello
- Mailchimp

## PERSONAL PROFILE

Energetic and attention to detail **Marketing VT** professional with 2 years of diverse experience in sales, marketing, and management. Dedicated to continuous innovation and delivering top-notch solutions that drive client success and business growth. Passionate about understanding client needs and crafting strategies that exceed expectations.

## WORK EXPERIENCE

### FREELANCE E- COMMERCE MARKETING

[Novafit Nutrition, Merrege Pty Ltd | 2024 May - June](#)

- Social Media Management & Marketing
- SEO Audit & Assessment
- Graphic Design
- Facebook Ads

### SEARCH ENGINE OPTIMIZATION - APPRENTICE

[Surge Freelancing Marketplace | 2024 February - March](#)

- SEO Assessment
- Keyword Research
- On-Page/Off-Page Optimization
- Competitor's Analysis

### SOCIAL MEDIA MARKETING & MANAGEMENT/CONTENT CREATION - APPRENTICE

[Surge Freelancing Marketplace | 2023 December - February 2024](#)

- Social Media Management & Marketing
- Community Engagement
- Graphic Design
- Facebook Ads

## EDUCATION HISTORY

[Mindanao State University - Iligan Institute of Technology](#)

- Bachelor of Business Administration major in Economics, 2000

### Training Certification:

- General Virtual Assistant
- Social Media Manager
- Digital Marketing
- Search Engine Optimization
- Graphic Design