



APRIL VILLAFLO

VIRTUAL TEAMMATE



SKILLS SUMMARY

- Social Media Management
- Graphic Design
- Copywriting
- Internet Research
- Google Workspace
- Microsoft Office
- Analytical Thinking & Project Management

TOOLS

- Adobe Photoshop
- Canva
- CapCut
- Meta Business Suite
- Google Workspace
- Microsoft Office

PERSONAL PROFILE

I'm a **creative storyteller** who brings brands to life through **social media, copywriting, and design**. For over **6 years** I craft scroll-stopping visuals and compelling copy that converts while keeping content organized with strategic planning.

WORK EXPERIENCE

SOCIAL MEDIA GRAPHIC DESIGNER & COPYWRITER [Freelance | 2023 - Present](#)

- Designed and managed social media posts, YouTube videos, and Instagram Reels for clients
- Wrote compelling email copy for lead nurture sequences

FOUNDER & MARKETING/OPERATIONS MANAGER [prinZ and more / wabbitZ | 2018 - 2022](#)

- Managed the brand's social media presence, developed promotional campaigns, and handled customer inquiries.
- Managed inventory, delivery processing, accounting, and sales.

PROGRAMMER TO SENIOR SOFTWARE ENGINEER [Data Horizon LTD | 2008 - 2014](#)

- Developed, tested, and maintained medical system software using Visual Basic, SQL, and MS Access.
- Prepared detailed project documentation and provided software troubleshooting and maintenance.

EDUCATION HISTORY

[Divine Word College of Calapan](#)

- Bachelor in Computer Engineering

[The Social Armi](#)

- Social Media Management

[Copywriting Dojo Philippines](#)

- 7-days Copywriting Challenge
- Inner Circle (Copywriting Masterclass)