HEINZ HEAVEN MOE DUASO

Social Media Manager | Graphic Designer

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ABOUT ME

Creative Social Media Manager and Graphic Designer with a proven track record of boosting brand performance and audience engagement. Skilled in strategic planning, project management, and innovative content creation to drive growth and elevate business presence.Passionate about combining creativity and strategy to help businesses thrive in competitive digital landscapes.

SKILLS

- *Canva*
- *Adobe Photoshop*
- *Adobe Illustrator*
- *Figma*
- *Adobe Premiere Pro*
- *Capcut*
- *Adobe After Effects*
- *Motion graphics and GIF creation*
- *Social media content creation and scheduling (Instagram, Facebook, TikTok, Twitter, LinkedIn, Pinterest)*
- *Copywriting for captions*
- *Paid social media campaigns*
- *JavaScript Frameworks*
- *HTML/CSS*
- *Node.js*
- *Firebase*
- *Asana*
- *Trello*
- *Calendly*
- *Zoom*
- *Time management*
- *Organized and detail-oriented*
- *Goal-oriented mindset*
- *Problem-solving and decision-making*
- *Managing multiple projects simultaneously*
- *Ability to work under immense pressure*
- *Creative and proactive approach*

EXPERIENCE

Social Media Manager | Ad Specialist
Jan 2022 – Nov 2024
Qzu Services (Social media services)

- Developed and implemented business strategies to achieve goals, enhance brand visibility, and stay competitive.
- Managed social media calendars, ensuring timely and consistent posting across all platforms.
- Ran targeted ad campaigns across platforms, optimizing for conversions, engagement, and ROI.
- Created website for them from backend to frontend upto launch phase,and responsible for the database and website management.
- Increased user engagement through visually appealing infographics, multimedia content, and dynamic social media posts.

Content Creator & Graphic Artist
June 2024 – Nov 2024
Nurture Ninja (Innovative aI-Powered platform)

- Created graphics for social media platform rg.(Instagram and Facebook)
- In charge of graphic design and layout.
- Managed social media calendars, ensuring timely and consistent posting across all platforms.
- Created visually appealing infographics, multimedia content, and dynamic social media posts.
- Automated sheets using java for faster work space.
- Contributed on nurtureninja's client graphic works and posting.

Social Media Manager & Graphic Designer
April 2023- Jan 2024
Hey G! Nails & Spa

- Developed and executed social media strategies to increase brand awareness, engagement, and customer retention.
- Managed social media calendars, ensuring timely and consistent posting across all platforms.
- Ran paid advertising campaigns using platforms like Facebook Ads Manager to drive audience growth, bookings, and sales.
- Responded to customer inquiries and comments on social media promptly, ensuring excellent customer service and building positive relationships.
- Handled content creation, including drafting, designing, scheduling, and organizing posts for consistent branding.
- Organized and maintained a content library, ensuring all assets were updated, accessible, and aligned with brand guidelines.
- Created website for them from backend to frontend upto launch phase,and responsible for the database and website management.

Social Media Manager & Graphic Designer
Jan 2022- April 2023
Godstandards | Digital Creator for Gym and Fitness

- Designed and created visually engaging content for social media platforms to enhance brand awareness and audience engagement.
- Managed social media accounts and maintained a consistent posting schedule aligned with the brand's voice and goals.
- Ran paid ad campaigns across platforms (e.g., Facebook Ads Manager) to target specific audiences and drive conversions.
- Analyzed ad performance data and optimized campaigns for better engagement.
- Enhanced audience engagement by introducing innovative and interactive content formats.
- Monitored and responded to audience feedback and inquiries to maintain positive customer relationships.
- Debugged and resolved issues related to digital campaigns, ensuring smooth execution.