



# Catherine Martinez

BUSINESS SUPPORT | SOCIAL MEDIA MANAGER

## EXECUTIVE SUMMARY

I'm a Licensed Guidance Counselor turned out to be Freelancer specializing in Social Media Marketing and Business processes.

## SKILLS AND EXPERTISE

Marketing (email, social media)  
Business process creation  
People Management  
Customer Service  
Product Research  
Transcription  
Writing

## TOOLS USED

Monday.com  
Jira/Confluence  
Asana, Trello, Copper, ServiceM8  
Planoly, Hootsuite, Sprout  
Filmora, Adobe Premier, Canva, Toonly  
Shopify, Vend, PandaDoc, Kajabi,  
Wix, wordpress, Xero, Quickbooks,  
Google docs/sheets/slides

## CONTACT ME AT:

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## WORK EXPERIENCE

### SOCIAL MEDIA STRATEGIST | BUSINESS SUPPORT SPECIALIST

Freelancer | June 2019 – Present

- Handles hiring, performance evaluation, operations process
- Create/curate and schedule posting of contents
- Create/run campaigns in FB & email
- Engage with audience, answer to inquiries
- Submit reports of progress, marketing strategy

### BUSINESS SERVICE SUPPORT

Kasbah-Zenza | June 2018 – March 2020

- Provide Administrative support to specified clients.
- Research work, Data entry, quotes creation, etc.
- Assist to manage internal projects, process implementation, and other business action items
- Learn and apply the concepts of Project Management

### UNIVERSITY GUIDANCE COUNSELOR

Father Saturnino Urios University | 2013-2018  
Saint Joseph Institute of Technology | 2010-2012  
Northern Mindanao Colleges | 2003-2004

- Designs/prepares and implements guidance programs and services.
- Provides counseling to students
- Updates records of Counseling.
- Consults Advisers on personal problems of students.

### ONLINE ENGLISH TUTOR

RareJob Inc. | 2012-2014

- Teaches Japanese students who wants to learn the English language.
- Responsible in meeting or exceeding students' expectations as they are considered to be a valued customers.

### CUSTOMER SERVICE SPECIALIST

Convergys Philippines Inc. | Feb.2009 -Oct. 2009  
Sykes Asia Inc. | May 2004- Feb. 2009

- Helped customers insure their cars through phone.
- Catered their related needs such as paying bills and updating address over the internet and phone.
- Exceeded customer satisfaction by giving excellent service as a representative of the insurance company.
- Complied with other related work.