

charmaine tanteras

MARIEL CHARMAINE
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📖 bit.ly/Cham-portfolio

SKILLSET



Social Media Marketing

I mainly handle social media channels like LinkedIn, TikTok, Pinterest, Facebook and Instagram



Public Relations

I am well versed in developing and executing influencer marketing strategies and creative campaigns



Writing

Produce SEO optimized news, literary compositions, articles, reports, books and other texts.



Branding

I create content strategy tailored specific depending on the clients' niche and target audience.



Graphics Design

I have more than 10 years working with tools like Adobe Photoshop, InDesign and recently, Canva.



Email Marketing

Create a wide variety of email marketing campaigns and ensuring design and layouts are optimized, user and mobile-friendly.

ACADEMIC BACKGROUND

Ateneo de Davao University

Bachelor of Arts in Mass Communication

2010 - 2015

School of Fashion and the Arts

Fashion Styling & Fashion Construction

2015 - 2016

RECOGNITION

Fashion Blogger of the Year

Davao Bloggers Society

2014

Best Fashion Blog Nominee

Mindanao Blog Awards

2013

Youth Exchange Delegate

Jenesys 2.0 Japan

2014

Best Feature Writer

Gawad Pluma Awards

2013

CAREER HISTORY

Social Media Content Manager

Fifty Flowers Inc.

July 2021-May 2022

365 Daily Hustle

July 2021 - November 2021

Kleercard

December 2024-April 2025

- Content creation and administering across social media
- Ebook Creation
- Weekly Email Newsletters and Blog Posts
- Manage communities on Facebook Groups
- Monitor metrics and competitor analysis
- Establish brand identity (working on brand elements, brand visuals and brand story)
- Engagement and handling feedback and inquiry of customers
- Sourcing of UGC and potential partnerships and collaborations

Community Manager

T86 Marketing Inc.

June 2022 - November 2024

Peg Social Media Inc.

March 2018 - August 2018

- Act as the bridge between a brand/ individual and the community it is aiming to create
- Creating Engagement Strategy in communities of certain clients' industries and engaging with potential customers and building relationships with existing ones
- Makes sure to post according to a voice and social strategy
- Create and monitor weekly email marketing campaigns, ensuring design and layouts are optimized, user and mobile-friendly

Real Estate Social Media VA

Bain Residential Inc.

January 2022-May 2022

The Brooks Partners

May 2020 - June 2021

- Calendar management for client
- Manage social media channels such as Facebook, Instagram, LinkedIn
- Data entry of potential buyers and sellers, potential properties
- Running ads on properties on sale and on lease
- Engagement, handling feedback and inquiries
- Social Media channels and website optimization
- Lead generation
- Nurturing existing leads

Influencer Coordinator

Filippo Loretti - Montrichard Group

March 2021 - April 2022

Buzzzone Philippines

September 2018 - June 2019

- Develop and execute influencer marketing strategies and creative campaigns
- Research relevant industry experts, competitors, target audience and users
- Keep abreast of emerging trends, technologies and influencers to develop ideas and curate content
- Liaising with the marketing team to create and coordinate marketing strategies that work across different channels

Marketing Manager

Backyard Kitchen & Brew Inc.

December 2016- January 2018

- Drive strategy and plan and execute marketing initiatives for new projects, menu changes, special menus, remodels and rebranding campaigns
- Increasing a restaurant or restaurant group's social media presence
- Develop and implement in-store marketing collaterals
- Function as Public Relations spokesperson to promote the restaurant's events