



MYLENE DELA CERNA

CONTENT WRITER
SOCIAL MEDIA MANAGER
MOM BLOGGER

PROFILE

- A dedicated **Social Media Manager** who owns the planning, day to day delivery and community management of all social media channels, especially Facebook, Instagram, LinkedIn and Twitter.
- A passionate **Content Writer** who has a very strong writing and verbal communication skills.
- Has an in-depth knowledge of different social media platforms, (**Facebook, Twitter, Instagram, Pinterest, and LinkedIn**), social media scheduling tools (**Hootsuite, Buffer, Edgar**), and team collaboration tools (**Trello, Basecamp, Slack, and Asana**).

CONTACT INFORMATION

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Cainta, Rizal PHILIPPINES

CAREER SUMMARY

Social Media Content Curator, Creative Writer, Passionate Blogger

UPWORK - January 2009 - present

- Collaborates with different clients from United States, Europe, Australia, and Asia for long and short term projects such as Social Media Management, Content Writing, and Ghost Writing on different niches.
- Curate and create contents for blog posts and page updates from existing content.
- Set up, organize, and modify social networking profiles.
- Schedule and manage Twitter Tweets, Facebook posts, blog posts, as well as posts to other social media accounts.
- Monitor social media conversations for new messages, followers, and engagement.
- Reply to and manage comments across social media accounts.
- Compile marketing statistics from different analytics tools and native platforms
- Generate weekly reports to show progress of social media strategies.

Accomplishments:

I am a consistent TOP RATED FREELANCER for 3 years in a row with 100% JOB SUCCESS SCORE.

Social Media Manager & Content Developer

IT Enterprise (UK) - February 16, 2016 - present

- Participates in social content brainstorming and brand meetings.
- Research, write, edit and schedule social media contents via Hootsuite, taking important dates to consider for content generation, and ensures that content is relevant, engaging, and posted on a regular basis.

OTHER EXPERIENCE:

- **EDITOR- IN-CHIEF of Story Book Mom** (www.mdelacena.com)
- My personal blog (since 2009) under Wordpress.org and under my own domain. It has a PR2 ranking and has been receiving paid ads and blogging opportunities mostly from the United States, Europe, and Asia.

EDUCATION:

**Bachelor in Business Administration -
Major in Management (1997-2000)**
RIZAL TECHNOLOGICAL UNIVERSITY
PHILIPPINES

SKILLS:

Has an in depth knowledge of MS Applications (Word, Excel, Powerpoint, and Basic Photoshop), Google Docs, Dropbox, and Canva, Google Drive, Wordpress.org, Blogger, Shopify

- Responsible in the day to day scheduling, posting, managing, nurturing, and growing social communities.
- Assist in monitoring/analyzing social media efforts and developing monthly reports.
- Monitor and respond on behalf of the company across social media channels to encourage engagement with the online community. (Facebook, Instagram, Twitter & LinkedIn).
- Research industry and digital trends for share-out with internal stakeholders and clients.
- Collaborates with internal departments on projects and assignments
- Performs the same tasks as a Social Media Manager for the company and their clients who avail Bespoke Software Packages, Web Development Packages, and Mobile App Development Packages with Social Media Management Services.

Accomplishments:

- Able to find influencers on Twitter, engaged with them, and made these influencers to follow our account.
- Increase Facebook posts' reach and engagement without boosting, and spending money for promotion.
- Remotely covered important exhibits attended by our team in London, through real-time posts on Facebook, Twitter, and Instagram.

Article Writer

Bookipi - August 2018- October 2018

- Write SEO rich articles with topics about small business, accounting tips, customer stories, and inspirational ones for the company's blog under Wordpress platform.

Accomplishments:

- I was with the company writing for their blog with high-engaging contents when we won Best Mobile App Awards last October 2018.

Social Media Manager & Content Writer

Fourerr - March 17, 2014 - December 10, 2014

- Curate and create a month's contents for the company's social media accounts.
- Schedule contents using Hootsuite and Edgar.
- Publish and moderate posts on the company's social media accounts
- Connect with influencers for guest posting and collaboration.
- Participate in discussions (social networks and other online communities).
- Responsible in searching for the correct target groups on the social media Websites and initiate interactions.
- Work closely with the Marketing Team, Project Manager, and the Founders.
- Prepare weekly and monthly report.

Accomplishments:

- I was able to find and engaged with influencers to create reviews about Fourerr for link building.
- Successfully submitted guest posts to high ranking blogs as part go our link building strategy.

Content Writer

Virtary - April 2012 - April 2013

- Write SEO rich articles with topics about small business, accounting tips, customer stories, and inspirational ones for the company's blog under Wordpress platform.

Social Media Manager & Blog Writer

CWE Group (Hong Kong)

July 2010- Novemver 2011

- Developed, implemented and managed the company's social media strategy.
- Managed and oversee social media content.
- Measured the success of every social media campaign.

- Stayed up to date with the latest social media best practices and technologies.
- Used social media marketing tools
- Collaborated with Marketing team.
- Communicate with industry professionals and influencers via social media to create a strong network.

Cost Estimator (office based)

World Press Incorporated (Philippines)
September 2004 - June 2010

- Creates a basis for accepting a printing job or not, through preparation of Cost Estimate Sheet via MS-Excel.
- Knows the materials, operations in production and method of making an abstract suggestion into a complete job.
- Make a rough layout and develop it into a practical project in which the Production Department can produce.
- Helps in choosing materials adaptable to the job and plan the production in the most economical manner.
- Performed administrative tasks.
- Reported directly to the CEO.

Category Assistant (office-based)

Sterling Group of Companies (Philippines)
March 2004 - August 2004

- Provides administrative and clerical support to the category theme in executing the Category Business Plan.
- Assist in research, data gathering and data processing.
- Assist in preparation of Purchase Orders.
- Acts as front liners in ESSI's relationship with the suppliers.
- Maintains a systematic, complete and organized files of all relevant documents pertaining to the operation of the group. Ensure their availability upon demand.
- Provides monthly Personal Balance Scorecard and Sales Analysis.