

Jay Boy Olan-Olan

Social Media Manager & Marketing Support

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PROFESSIONAL SUMMARY

Social Media Manager with experience building content calendars, producing carousel posts, static graphics, infographics, and short-form video, and growing a personal brand from 0 to 400 followers and generating 400,000+ combined views across multiple social media platforms while maintaining a consistent publishing cadence of 5–10 posts per week across platforms. Manages client review cycles, brand consistency, and monthly KPI reporting, preparing monthly performance reports to improve engagement and organic reach. Brings a mix of creative production and website and landing page development that supports stronger digital campaigns.

WEBSITE/PORTFOLIO, PROFILES

[LinkedIn](#)

[Jay VA — Website/Portfolio](#)

SKILLS

Social Media Management: Social Media Strategy, Content Planning, Content Creation, Content Scheduling, Community Management, Social Media Publishing

Content Strategy: Content Strategy, Content Calendars, Content Audits, Editorial Planning, Short-Form Video, Carousel & Static Content

Social Media Growth & Analytics: Social Media Analytics, Performance Tracking, KPI Reporting, Audience Insights, Engagement Optimization, Organic Growth

Brand & Community: Brand Voice Development, Copywriting, Community Engagement, Audience Segmentation, Brand Consistency

Platform Management: Facebook, Instagram, TikTok, LinkedIn, Meta Business Suite, Social Media Scheduling Tools

Marketing & Lead Generation: Lead Generation, Email Marketing, Conversion Rate Optimization, Paid Social Advertising

SEO & Discoverability: Keyword Research, Social SEO, Basic SEO, Content Optimization

Analytics & Optimization: Google Analytics, UTM Tracking, A/B Testing, Performance Analysis

Digital & Web: CMS Management, Website & Landing Page Management, Basic Website Optimization

EXPERIENCE

2026-01 – 2026-05 Social Media Manager

The VA BAR, Philadelphia, USA - Internship · Remote

- Designed and executed weekly and monthly content calendars.
- Produced high-performing content assets — including carousel posts, static graphics, infographics, and short-form videos — optimized for engagement across Facebook, Instagram, TikTok, and LinkedIn.
- Managed end-to-end client communication for content review cycles, approval workflows, and brand consistency across all deliverables.
- Maintained consistent publishing cadence across platforms using social media scheduling tools, sustaining audience engagement and organic reach growth.
- Compiled and presented monthly performance reports featuring KPI analysis, engagement metrics, and data-driven recommendations to optimize content strategy and accelerate growth.

2025-06 – 2025-12 Social Media Manager

Office of Provincial Board Member, Davao Oriental, PH - Contract · Hybrid

- Designed and produced branded graphics, announcements, and optimized social media posts tailored to target audience behavior, increasing interaction and overall page visibility.
- Captured and documented organizational events through professional photography and videography, and maintained a structured digital asset management system for efficient file retrieval and archival.
- Upheld brand identity and visual consistency across all digital platforms, ensuring all published content adhered to established brand guidelines.

2025-06 – 2026-06 Media Production Assistant

Madayaw TV Entertainment, Davao Oriental, PH - Part-time · Hybrid

- Monitored and maintained broadcast quality standards for live online streaming, performing real-time troubleshooting to ensure uninterrupted transmission and consistent output.
- Provided hands-on technical support for multi-camera production during live-streamed events, coordinating equipment setup, signal flow, and camera switching for seamless broadcast execution.
- Operated video and audio equipment end-to-end during live events, delivering high-quality streams through precise equipment handling.

2022-05 – 2025-05 Social Media Assistant/Official Photographer

PLGU Davao Oriental, Davao Oriental, PH - Contract · On-site

- Designed and produced branded graphics and visual materials in full compliance with the Provincial Government's official branding standards and communications guidelines, ensuring consistent public-facing identity.
- Served as Official Photographer for high-profile government events, state ceremonies, and public programs, delivering professional-grade photo documentation for institutional and archival use.
- Executed real-time photo and media coverage for Facebook, Instagram, and official digital platforms, ensuring timely content deployment during live events and public activations.
- Collaborated cross-functionally with communications staff and department heads to produce accurate, timely, and audience-appropriate public information content aligned with government messaging priorities.

2016-10 – 2018-06 Sales Agent

Globe Telecommunication Inc., Davao City, PH - Full-time · On-site

- Consistently met and exceeded monthly sales quotas by applying consultative selling techniques, identifying customer pain points, and aligning telecom solutions to individual client needs.
- Built and maintained strong client relationships through needs assessment, personalized solution recommendations, and proactive communication, resulting in increased customer trust and long-term retention.
- Managed and maintained accurate customer data, sales applications, and account documentation in compliance with data handling standards and internal CRM processes.
- Delivered after-sales support and account follow-through to ensure customer satisfaction, resolve post-sale concerns, and drive subscriber retention rates.

EDUCATION

2018 – 2022

Bachelor of Arts: Theology

Classical Theology

Southern Philippines Baptist Theological Seminary, Inc. - Libby Road, Puan, Davao City, Province of Davao del Sur, Philippines

CERTIFICATES

Basics of Digital Marketing - CIQ, uniathena (2026)

Content Creation with AI - VA IQ (2026)

Email Marketing - VA IQ (2026)

Lead Generation for VAs - VA IQ (2026)

Meta Business Suite - SimpliLearn SkillUp (2026)

Create Engaging Video with Google Vids - SimpliLearn SkillUp (2026)

Virtual Assistant Intermediate Training - The VA BAR (2026)

Graphic Design Essentials - Canva Design School (2026)

Marketing with Canva - Canva Design School (2026)

SMM Internship - Generation Best Us LLC (PA, USA) (2026)

Certified Public Speaking with TED - TEDEd (2026)

LANGUAGES

English

Tagalog

Cebuano

INTERESTS

Photography, Freediving, Running, Community Outreaches