



# JOAN H. PARAYNO

**NURSE | VIRTUAL ASSISTANT | SOCIAL MEDIA MANAGER | CONTENT WRITER**

## PROFILE SUMMARY:

I am professional savvy with experience in both clinical and digital settings. Recognized for being efficient in serving diverse clients as a nurse. With almost 3 yrs of experience in digital setting, I have in-depth digital skills with the confidence to work efficiently and effectively. Diligent and committed in helping and providing client quality and excellent service.

## WORK EXPERIENCE:

### **SOCIAL MEDIA & BRANDING OUTREACH DIRECTOR JULY 2021- PRESENT**

#### **THE UNDERDOG SHOW & PAMELA BARDHI**

- Manage client's social media platforms through posting relevant contents via Facebook, Instagram, LinkedIn & TikTok
- Develop & implement social media strategies that help boost brand products and services
- Encourage engagement while adding value and providing support to existing and potential leads.
- Helped increase and grow followers and engagement
- Able to generate Real Estate leads and build connections via engagement

### **SOCIAL MEDIA MANAGER**

#### **JULY 2022- PRESENT**

#### **SOUL ARCHITECT JESSENIA**

- Manage client's social media platforms through creating, editing, publishing and sharing relevant content daily.
- Build and implement social media strategies that help promote client's products and services
- Able to encourage booking on client's services/sessions and generate sales

### **FREELANCE WRITER**


#### **FEBRUARY 2021- PRESENT**


- Created web and blog content for a company that provides relevant information and showcases the products and services they offer.
- Developed related content that accurately reflects company ideals, brand, products, and services.
- Contributed to the increase of the website's keyword ranking.
- Collaborated with the team, including content manager, editors, and web publishers.
- Able to work independently and meet deadlines.


### **H2GK PAYMENT CENTER (FORMER KK'S FOOD STATION) FACEBOOK PAGE**

#### **SOCIAL MEDIA MANAGER - SEPTEMBER 2020- PRESENT**

- Entrusted with the full responsibility of managing the client's Facebook page
- Created quality and relevant content using Canva
- Managed posts by making sure it is visible and shared in public
- Helped increase page followers, engagement and sales on products
- Encouraged followers to purchase the products through compelling visuals and relevant content

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## FUNCTIONAL SKILLS:

- Social Media Marketing and Advertising
- Graphic Design using Canva and Crello
- Video Editing | Podcast Editing
- Content and Copy Writing
- Web Development | WordPress Management
- Ecommerce Amazon | eBay Listings
- Lead Generation
- Email Marketing
- Search Engine Optimization

## ESSENTIAL SKILLS:

- Skills of a Warrior
- Compassionate Team Player
- Communicates Effectively
- Supportive Collaborator
- Ethical Decision Maker
- Technology Advocate

## TOOLS:

- |                                 |               |
|---------------------------------|---------------|
| • Canva                         | • Google Apps |
| • Filmora                       | • MS Office   |
| • Headliner                     | • Zapier      |
| • Capcut                        | • Mailchimp   |
| • Social Media Management Tools | • Trello      |
| • Meta Business Suite           | • Audacity    |
| • Chatgpt, Jasper, Copy.ai      | • Agorapulse  |
|                                 | • Kinemaster  |

## TRAININGS:

- Digital Skills Training | Virtualahan Inc. , August 9-September 11,2020
- Search Engine Optimization Training at Edseo Specialist Agency
- Podcast Editing Course | June 3,2021
- FHMOMS Free Webinar on How To Start Working From Home May 4, 2020
- Remotasks Training on Categorization and Annotation

## **INTERNSHIPS:**

SEO Assistant - EDSEO Specialist Agency  
July 2021-2023

STAFF NURSE (VOLUNTEER)- West  
Visayas State University  
Medical Center 2008-2009

## **HONORS AND AWARDS:**

- Best in Social Media Marketing (Virtualahan, Inc.Sept.2020)
- Graduated with Honors (Primary and Secondary)
- Youth ,Academic Excellence and Extracurricular Awardee
- Writer (Busilak and Glimpses School Paper)
- Speaker (Grand Case Presentation)

## **DR. GHASSANA SADIK POLYCLINIC (KSA) STAFF NURSE 2011-2014**

- Directed one on one training to new staff and supervised treatment
- Entrusted with own patient assignment including VIP clients after only one month in the job for providing quality customer service
- Accommodated an increased volume of patients per day with or without scheduled appointments
- Contributed to the increasing number of patients acquiring treatment in the clinic
- Resolved patients' complaints regarding complications of treatment

## **REFERENCES:**

### **CZARINA LEI PINEDA**

Aeronautical Engineer | Global Brand and Digital Marketing  
Director | Project Manager | Operations  
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