

# ROSALIA MARCO-VIDANES

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## PROFESSIONAL PROFILE

Experienced communications, education, and media professional with nearly three decades of service across government, academia, broadcasting, sales, and digital platforms. Brings a strong foundation in speech communication, writing, and public service, combined with modern experience in content strategy, digital marketing, and remote collaboration. Known for clarity, discipline, and reliability in roles requiring trust, documentation, and stakeholder coordination.

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## PROFESSIONAL EXPERIENCE

### Geeks Marketing — Social Media Manager

February 2025 – Present

- Lead content creation and management across social media platforms and websites
- Write and edit content aligned with brand goals and audience engagement
- Design and edit static and video graphics to support campaigns
- Serve as editor for long-form written works, including in-depth proofreading, structural refinement, tone calibration, and design cleanup
- Shape the overall editorial voice, visual direction, and conceptual tone across books, web content, and social media materials
- Oversee layout planning and preparation for publication, ensuring clarity, cohesion, and visual consistency
- Create and manage media assets for social platforms, aligned with editorial and campaign goals
- Develop and maintain content calendars to support sustained publishing and audience engagement
- Build, edit, and manage sales pages and affiliate program pages, including copy, layout, and ongoing updates
- Manage overall site structure, layout, and content organization, collaborating with technical partners as needed

### Geeks Marketing — Virtual Marketing Assistant

November 2023 – January 2025

- Supported marketing initiatives through content writing, editing, and posting
- Assisted with graphic design and website maintenance

## **Virtual Sales & Marketing Assistant (Private Client – SEO / Legal Services)**

**June 2023 – September 2023**

- Managed social media and Google Business profiles
- Supported lead generation for U.S.-based law firms

## **Windsights Marketing — Outbound Sales Executive**

**May 2023**

- Conducted outbound sales calls to qualified leads

## **Longone — Online ESL Teacher**

**January 2022 – January 2023**

- Taught English to young and adult learners in an online environment

## **Freelance Writer & Content Specialist**

**2013 – Present**

- Produced long-form SEO articles, blogs, scripts, academic content, and e-commerce copy
- Worked with international clients across multiple industries

## **Far East Broadcasting Company (FEBC) — Announcer / Producer**

**August 1999 – December 1999**

- Wrote scripts and served as on-air voice talent
- Co-hosted special programming and coordinated production activities

## **University of the Philippines System — Instructor / Teaching Associate**

**1995 – 1999**

- Taught speech communication, drama, debate, and public address
- Served as adviser to student organizations and participated in stage productions

## **Philippine Overseas Employment Administration (POEA) — Information Officer III**

**February 2004 – December 2004**

- Drafted official correspondence, press releases, and reports
- Coordinated with media and government agencies
- Managed content for the agency's quarterly publication

## **Employees' Compensation Commission (DOLE) — Executive Assistant I**

**February 2002 – February 2004**

- Drafted correspondence and reports for senior officials
- Coordinated with local and international organizations, including the ILO

## **Desner Electronics Philippines Co., Ltd. — Client Satisfaction / Internal Sales Officer**

**March 2000 – September 2001**

- Managed client inquiries and sales coordination
- Prepared reports and business proposals
- Managed client requirements for memories and other electronic products
- Single Point of Contact

## **WORKSHOPS, SEMINARS, AND CONTESTS PARTICIPATED IN**

- **Seminar on Career Planning, Meralco Foundation.** Jan. 26–27, 2004.
- **Finalization of the Proposed Draft Bill on the Philippine Workmen's Compensation,** Punta Baluarte, Calatagan, Batangas. Feb. 20—22, 2003.
- **Job Stress Management Seminar-Workshop,** Caylabne Bay, Ternate, Cavite. May 9–10, 2004.
- **Appreciation Course on Labor Laws,** DOLE, Bureau of Working Conditions. Apr. 23—26, 2002.
- **One Linux Day: Cost-Effective Computing Solution Conference,** Development Academy of the Philippines. Dec. 13, 2000.
- **HOT: Basics in Radio Broadcasting,** Far East Broadcasting Company, Karuhatan, Valenzuela. Sept. 1999.
- **ABC's of Communication,** University of Asia and the Pacific. Feb. 1999.
- **Seminar on Success Factors,** University of Asia and the Pacific. Nov. 1999.
- **14th Pi Sigma Fraternity Open Debate Tournament,** Judge, FC Conference Hall, CAL, UP Diliman, Q.C., Aug. 1, 1997.
- **Creative Storytelling,** Lecturer, Baptist Church, Fairview, Q.C., Jul. 1997.
- Seminar-Workshop on "**Understanding Domestic Violence,**" UP Law Center, UP Diliman, Q.C., Jun. 25, 1997.
- **Inter-Dorm Oratorical Contest,** Judge, Sampaguita Residence Hall, UP Diliman, Q.C., Sept. 10, 1996.

- **Essay Writing Contest**, Judge. Feb. 1996.
- **First Interaction Conference on “The Arts and the Struggle for National Sovereignty,”** Rapporteur, FC Conference Hall, UP Diliman, Q.C., Jan. 31--Feb. 02, 1996.
- Seminar-Workshop on **“Writing and Packaging Research Proposal in Social Sciences and Humanities,”** PCED Hostel, UP Diliman, Q.C., September 14-15, 1995.
- Seminar-Workshop on **“College Teaching,”** Palma Hall, UP Diliman, Q.C., May 15-26, 1995.

## SELECTED CERTIFICATIONS & RECOGNITION

- Google Digital Garage – Fundamentals of Digital Marketing
- TEFL Certification – Teaching English as a Foreign Language
- Civil Service Eligibility (Philippines)
- Phi Kappa Phi Honor Society | President’s Pin for Excellence
- Cum Laude, B.A. Speech and Drama, UP Diliman

## CURRENT PROJECTS

- Digital content and strategy initiatives
- PoliticallyYours.com (content and web management)
- MyPixelPulseHub.com

## EDUCATION

**M.A. Speech Communication (All But Thesis)**  
University of the Philippines, Diliman

**B.A. Speech and Drama, Cum Laude**  
University of the Philippines, Diliman