

ARAHNEL C. NEGAD

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PORTFOLIO

SUMMARY

Dynamic and creative Social Media Manager with over 4 years of experience in digital content production, performance marketing, and audience engagement. Skilled in content strategy, digital storytelling, and brand management, with proven success in boosting online presence and campaign performance through data-driven insights. Adept in multimedia production, analytics platforms (Google Analytics, Meta Business Suite), and project management. Passionate about building strong digital communities and delivering content that informs, engages, and converts.

EDUCATION

Cavite State University – Imus Campus

Bachelor of Arts in Journalism – Summa Cum Laude | 2022 – 2026

Nasugbu East Senior High School

Valedictorian | 2020 – 2022

EXPERIENCE

TV5 Network Incorporated | *News/Production Intern*

July 2025 – September 2025

- Researched, wrote, and assisted in producing news stories for TV and digital platforms
- Edited video packages and created social media cutdowns to increase audience reach
- Supported field coverage, pre-interviews, and live newsroom operations under tight deadlines
- Produced engaging digital content tailored for various online platforms to boost visibility and engagement

Wyvern Innovation | *Multimedia Content Producer/Social Media Manager/Writer*

November 2024 – Present

- Led community management efforts, responding to messages and comments within 12 hours to boost follower trust and increase saves and shares

- Managed a small team to deliver time-bound creative outputs aligned with campaign strategies
- Created weekly insight reports for campaign teams to evaluate reach, growth, and follower retention
- Produce multimedia content including video packages, graphics, and written materials for digital distribution

Malaya Business Insight | *Social Media Management*

- Coordinated daily content rollouts, ensuring timely posting and strong audience engagement across multiple platforms
- Strengthened community trust by responding to comments and inquiries within set SLAs to maintain active and transparent communication
- Collaborated with editors and producers to execute campaign-aligned creatives and maintain consistent brand messaging
- Generated weekly performance dashboards analyzing reach, engagement patterns, and audience behavior to guide content decisions

Freelance Media Projects | September 2022 – Present

- Bagwis Production – Director, Scriptwriter, Video Editor
- Aquila Production – Scriptwriter, Host
- Juan Bayani Production – Editor, Writer, Host
- FactsYouAll / Exposync – Editor, Business Feature Writer, Copyreader
- Directed and edited award-nominated documentaries including "Tatlong Persona" (Investigative) and "Galit na Bala" (Contemporary Arts)

SKILLS

Digital Marketing & Strategy

- Social Media Strategy and Management (Facebook, Instagram, TikTok, X)
- Performance Marketing and Campaign Optimization
- Content Strategy and Digital Storytelling
- SEO Writing and Caption Optimization
- Crisis Communication and Online Reputation Management

Technical Skills

- Adobe Premiere Pro (Intermediate)
- Canva (Expert)
- CapCut (Expert)
- Google Analytics, Meta Business Suite (Intermediate)
- MS Office Suite, Slack