



ANDREA MORALES

SMM/ MEDIA BUYER / VIRTUAL ASSISTANT



www.adigitals.site



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Pasig, Metro Manila

EDUCATION

Bachelor of Science in Computer Science

Degree Holder

Mabini Colleges

2018 - 2022

CORE COMPETENCIES

- Social Media Management
- Canva & Creative Design
- Time Management
- Organization & Multitasking
- Meta Ads Management
- Lead Generation

CERTIFICATIONS

- ✓ Facebook Ads
Mastery Academy



PROFILE SUMMARY

Results-driven Social Media Manager and Media Buyer with experience managing social media content and paid advertising campaigns. Skilled in Meta Ads, content planning, audience targeting, campaign optimization, and performance monitoring. Creative and data-driven, with a passion for helping businesses grow their online presence and generate quality leads.

PROFESSIONAL EXPERIENCE

2022-
2023

Social Media Manager

JCVPM Architect Design & Build

Managed JCVPM Architect's social media presence by planning, creating, and publishing engaging content across social platforms. Supported brand awareness and audience growth through consistent posting, content management, and social media advertising.

2024 -
2025

Client Services & Banking Associate

BDO Unibank INC.

Provided front-line customer service while handling financial transactions and client requests with accuracy. Developed strong skills in communication, attention to detail, problem-solving, and data management.

2026
Present

Freelance SMM/ Media Buyer

A. Digitals

Managed social media content and gained hands-on experience running Meta ad campaigns. Worked on content creation, audience targeting, campaign setup, performance monitoring, and basic optimization to support brand awareness and lead generation.