

JEPNTE DELA TORRE

Social Media Manager - Meta and TikTok Ads Support

CONTACT

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Puerto Princesa City,
Philippines

TECHNICAL SKILLS

- TikTok Business Center
- TikTok Ads Manager
- Meta Business Suite
- Facebook Page Management
- Adobe Photoshop
- Canva
- Spark Ads
- Boostero
- Campaign Setup and Monitoring
- Basic Computer Hardware Servicing

LANGUAGES

English
Intermediate B1

Filipino
Native

PROFESSIONAL SUMMARY

I'm a social media manager with experience in content creation, manual lead generation, Meta and TikTok ads, and campaign monitoring. I also create promotional content and help with paid ads. I'm reliable, willing to learn, and I focus on doing the work properly and consistently.

KEY SKILLS

- Social Media Management
- Facebook and Instagram Ads
- Ads Boosting and Campaign Support
- Manual Lead Generation
- Content Planning
- Poster and Social Media Content Creation
- Audience Targeting
- Campaign Monitoring
- Performance Metrics Analysis
- Lead Tracking and Follow Up
- Team Leadership
- Team Coordination
- Communication Skills
- Problem Solving
- Time Management
- Adaptability
- Empathy and Team Support
- Basic Graphic Design
- Customer Engagement
- Market Awareness

WORK EXPERIENCE

Social Media Manager and Ads Manager Paltourist Services

Dec 2016- present

- Respond to customer messages and inquiries through the Facebook page.
- Create posters and promotional content for advertising campaigns.
- Post customer photos and other content on the Facebook page.
- Boost posts to increase engagement, reach, and views.
- Support social media advertising and monitor post performance.
- Help maintain regular activity and engagement on the Facebook page.

Junior Media Buyer Confidential Client

May 2023 - February 2026

- Created and managed TikTok Business Center and advertising accounts.
- Set up TikTok ad campaigns based on provided campaign instructions.
- Managed campaign budgets, audience targeting, schedules, countries, and age groups.
- Prepared ad creatives using product images, product links, and Spark videos.
- Monitored campaign performance and CPA to identify strong and weak campaigns.
- Increased budgets for campaigns with good performance and low CPA.
- Created and tested new ad accounts and campaigns when performance did not meet the target.
- Supported campaign scaling and daily ad monitoring.

Social Media Content Creator
Tutordollar.com

May 2021 - December 2022

- Created daily promotional posters and social media content using Adobe Photoshop and Canva.
- Researched university subjects to create relevant captions for social media posts.
- Researched trending and relevant hashtags to improve the reach of published content.
- Sourced suitable stock images and visual materials for poster designs.
- Posted promotional content on social media pages on a daily basis.
- Prepared posters and captions based on the subjects and services being promoted.
- Maintained consistent posting and content updates across the company's social media page.

EDUCATION

High School Graduate
Luzviminda National High School
Philippines

TRAINING

Computer Hardware Servicing Training
Puerto Princesa School of Science and Technology
1 Month Training

PROFESSIONAL DEVELOPMENT

Continuously upgrading skills through independent learning in social media strategy, paid advertising, content development, basic design, and computer skills.