

# TRICHI JOY DEIANNE CADONDON PRING

MARKETING MANAGER



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Sasmuan, Pampanga, Philippines

## About Me

Highly skilled and motivated professional with experience in customer service, virtual assistance, marketing, and graphic design. Possesses exceptional communication skills and a strong ability to effectively manage projects and relationships with clients. Passionate about providing excellent service and delivering quality work.

## Experience

### Freelance Virtual Assistant

**Content Creator | Social Media Manager | Marketing Strategist**  
**December 17 2023 - Present**

Successfully managed and executed a diverse range of projects for clients across the USA and Australia. With a strong focus on delivering high-quality content, engaging social media campaigns, and innovative marketing solutions, I have consistently driven audience growth and increased engagement for my clients. My ability to adapt to various industries and understand the unique needs of each client has been pivotal in crafting customized strategies that not only meet but exceed expectations.

Prime Performance (Aus), Eyecandy Epoxy Coatings (NSW, Aus), Holidays to Switzerland (Aus), Modern Sosh (NC, USA), Highly Anticipated (USA), The Elite Baby Co (California, USA), Opin Creative (Maryland, USA).

### Host With Emily - Gatlinburg, TN, USA

**Content Creator | Social Media Manager**  
**December 17 2023 - Present**

Produced a wide range of content, including videos, blog posts, graphics, and live sessions, tailored to the unique demands and trends of each social media platform.

### Vicca Law - Queensland, AUS

**Content Creator | Social Media Manager | Marketing Specialist**  
**January 10 2024 - Present**

Developing and executing comprehensive digital marketing strategies that increased online visibility, engagement, and sales. Managed content creation across multiple platforms, producing high-quality visuals, blog posts, videos, and interactive media that aligned with brand messaging and audience preferences.

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## Experience

### **Solace Coffee - Pampanga, PH**

#### **Barista | Owner**

**May 20 2023 - Present**

Spearheaded the launch and growth of Solace Coffee, developing the business plan, securing financing, and designing a welcoming café environment that attracted a diverse customer base. Crafted and continuously refined a menu of coffee beverages, leveraging expertise in different coffee beans, roasting methods, and brewing techniques to ensure superior taste and quality.

### **Say Anything Media - North Carolina, USA**

#### **Content Creator | Social Media Manager | Marketing Specialist**

**March 5 2023 - November 17 2023**

Manage and execute the company's social media strategy across all platforms, including Facebook, Instagram, Twitter, and LinkedIn. Monitor and analyze performance metrics to optimize social media campaigns and improve ROI. Develop and curate engaging content, including copy, graphics, and videos, to increase brand awareness, drive engagement, and generate leads.

### **BDT Virtual Solutions - San Diego, California**

#### **Content Creator | Social Media Manager | Marketing Specialist**

**September 18 2022 - June 12 2023**

Developed and executed marketing strategies and campaigns to increase brand awareness and drive sales. Conducted market research and analyzed data to identify trends and opportunities. Collaborated with cross-functional teams to ensure successful implementation of marketing initiatives.

### **Sandhills Nanny Co - North Carolina, USA**

#### **Executive Assistant | Marketing Specialist**

**September 20 2022 - May 2023**

Provide executive support to the CEO, including managing calendars, scheduling appointments, booking travel arrangements, and preparing reports and presentations. Manage the company's social media presence, including creating and curating content, developing and executing social media campaigns, and analyzing performance metrics.

### **Concentrix - Clark, Pampanga, PH**

#### **Customer Service Representative | Tech Support**

**October 4 2021 - February 2022**

Respond to customer inquiries via phone and chat and provide solutions to their technical issues. Troubleshoot and resolve technical issues related to installation, connectivity, billing, and programming. Assist customers with setting up and troubleshooting their equipment, including receivers, remotes, and satellite dishes. Meet and exceed performance metrics related to customer satisfaction, call quality, and call handling time.

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## Education

<b>2006 - 2010</b>	<b>Elementary Education</b> St Mary's Academy   Guagua, Pampanga PH
<b>2010 - 2012</b>	<b>Elementary Education</b> St Lucy School   Sasmuan, Pampanga PH
<b>2012 - 2016</b>	<b>Junior Highschool</b> Sta Lucia Academy   Sasmuan, Pampanga PH
<b>2016 - 2018</b>	<b>Senior Highschool</b> Mary The Queen College of Pampanga Accountancy Business and Management Guagua, Pampanga PH
<b>2019 - 2021</b>	<b>College Education - Undergraduate</b> Mary The Queen College of Pampanga Bachelor of Science in Accountancy (BSA) Guagua, Pampanga PH

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## Professional Skills

- Exceptional Communication Skills
- Strategic Leadership and Management Skills
- Advanced Interpersonal Skills
- Meticulous Organizational Skills
- Innovative Problem-Solving Skills
- Proactive Self-Management Skills

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## Technical Skills

- Advanced Computer Proficiency
- Expert Social Media Management
- Creative Graphic Design
- Dynamic Digital Marketing Skills
- Efficient Project Management
- Barista Skills (Espresso Machine Operation)
- Proficient POS Systems Operation & Management
- Innovative Beverage Recipe Development & Menu Planning
- Strategic Inventory Management for Products

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## Key Achievements, Certificates & Awards

### Lowest Average Phone Handling Time - Top 1

Concentrix - Clark, PH | November 17 2021

Demonstrated a high level of efficiency in addressing customer issues or queries, minimizing the time required to provide resolutions or information while maintaining the quality of customer service.

### Coffee Barista Training

Koolerz Food & Beverages Supplies - CSFP, PH | May 13 2023

Gained expertise in espresso machine operation, latte art, and coffee brewing techniques. This training has equipped me with the skills necessary to craft high-quality beverages and provide outstanding customer service.

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## **Key Achievements, Certificates & Awards**

### **Launched And Operated My Own Coffee Shop**

Solace Coffee - Pampanga, Philippines | May 20 2022

Successfully launched and operated an independent coffee shop, overseeing all aspects of business operations. Created a welcoming atmosphere, resulting in a loyal customer base and positive reviews. Managed inventory, implemented marketing strategies, and ensured the highest standards of product quality.

### **Social Savvy Social Media Manager Course**

Social Savvy - Tampa, FL | January 16 2024

Completed the "Social Savvy Social Media Manager Course" with a focus on digital marketing by Social Savvy , on January 16, 2024. A marketing agency based in Tampa, FL and the New York metropolitan area. This concise 5-module program, known as the Managed Method, equipped me with vital social media management skills alongside essential digital marketing strategies.

### **Providing Housekeeping Services**

Technical Education and Skills Development Authority (TESDA)  
February 25 2024

Successfully completed a comprehensive course on Providing Housekeeping Services, gaining essential skills and knowledge pivotal for delivering exceptional housekeeping services within the tourism and hospitality industry. This course covered a broad spectrum of topics, including the meticulous execution of housekeeping duties, understanding the critical roles and responsibilities within the Housekeeping department, and mastering the art of maintaining high standards of cleanliness and guest satisfaction.

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