

TROI LEE U L. MAHOMAS

SOCIAL MEDIA MANAGER

PROFESSIONAL SUMMARY

I've been a Social Media Manager for three years, specializing in content creation, graphic design, and video editing. My passion for storytelling and brand growth has allowed me to develop strong skills in engagement, analytics, and strategy.

ACADEMIC BACKGROUND

BACHELOR OF SECONDARY EDUCATION AUGUST 2019- JULY 2024
MAJOR IN ENGLISH

DAVAO DE ORO STATE COLLEGE

CAREER HISTORY

NEILS CREATION 2019- 2024

SOCIAL MEDIA MANAGER

- Managed 12 accounts, tailoring content strategies for each platform.
- Edited videos with strong hooks, pacing, and engaging visuals.
- Built an efficient workflow from raw clips to polished posts.
- Scheduled uploads at peak times to maximize engagement.
- Tracked analytics to refine edits and boost audience growth.

THE GREAT LIFE SOLUTIONS 2024

GRAPHIC DESIGNER/VIDEO EDITOR

- Created engaging IG Reels blending Gen Z memes with the client's life story.
- Edited content to be relatable, entertaining, and brand-centered.
- Analyzed brand performance to refine content direction and growth.
- Boosted visibility and reach by aligning content with audience interests.
- Strengthened brand presence through creative storytelling and analytics.

FESTIVE LIGHTING PROS 2025

GRAPHIC DESIGNER/VIDEO EDITOR

- Developed content strategies tailored to seasonal and brand goals.
- Designed graphics and reels from brand assets to boost engagement.
- Wrote SEO-optimized captions to improve discoverability and reach.
- Maintained detailed content branding for consistency across platforms.
- Scheduled and posted content for timely campaign execution.
- Monitored performance to refine strategy and maximize visibility.

MERIDIAN SPRINGS 2025

SOCIAL MEDIA MANAGER

- Managed and cross-posted content across multiple social media accounts.
- Gained expertise in healthcare aesthetics and brand communication.
- Designed brochures and flyers detailing health perks and membership pricing.
- Created factual health Reels and graphics to educate and engage audiences.
- Maintained accuracy and professionalism in healthcare-related content.
- Strengthened the client's credibility through clear, informative branding.

CAREER HISTORY

ZL CONSTRUCTION 2025-2026

SOCIAL MEDIA MANAGER

- Created engaging Reels and short-form video content tailored to real estate audiences.
- Designed graphics and visual content aligned with the brand's style and marketing goals.
- Developed content ideas and storytelling approaches to strengthen the brand's online presence.
- Edited video content with attention to hooks, pacing, visuals, and audience engagement.
- Collaborated on the revamp of the company website to improve its visual presentation and user experience.
- Supported social media content planning and execution to maintain a consistent and professional brand presence.

CORE SKILLS

- Content strategy & social media analytics
- SEO-driven captions & hashtag optimization
- Copywriting, storytelling & trend adaptation
- Paid ads management (Meta, TikTok, LinkedIn)
- B2B marketing & account-based strategies
- Lead generation & CRM management
- Email marketing & automation campaigns
- LinkedIn profile/page optimization
- Thought leadership & employer branding
- Community engagement & cross-platform posting