



PROFILE

Digital operations that run
cleaner, faster, smarter.

I improve the systems behind the work - websites, CRM organization, marketing workflows, social media management, and AI-assisted processes that hold up under real operating pressure.

WORK EXPERIENCE

CHIVARI

2022 - PRESENT

Digital Operations Specialist

- + Managing website updates, front-end content implementation, and ongoing maintenance for client projects.
- + Producing marketing graphics, digital assets, and promotional materials across multiple platforms.
- + Coordinating CRM task management, ensuring accurate client records, project tracking, and workflow organization.
- + Assisting with programming workflows by supporting feature implementation, testing, debugging, and deployment preparation.
- + Collaborating across design, development, and marketing teams to deliver client projects efficiently.
- + Designed AI-assisted internal workflows that reduced repetitive tasks across content creation, website updates, and admin operations.

FLORIDA WEB

2022 - PRESENT

Social Media Manager / Content Writer

- + Posting and creating relevant news content for a community website.
- + Managing multiple administrative responsibilities on social media accounts.
- + Scheduling weekly sponsored social media campaigns.
- + Creating visual assets and hooks for sponsored content.
- + Overseeing and organizing weekly email marketing campaigns.
- + Leveraging AI-assisted tools to accelerate content writing, ideation, and campaign preparation while maintaining quality.
- + Developing internal workflow improvements to reduce repetitive content production tasks.

HORSEMEN STREETWEAR

2020 - 2025

Creative Department Consultant (Part-time)

- + Brainstorming and producing designs for production.
- + Handling and curating social media content targeted toward maximizing sales conversions.
- + Applying successful brand principles to achieve consistent growth in the customer base.
- + Overseeing the designer-to-manufacturer production process and client communications.
- + Using AI-assisted creative research and copy ideation while preserving the brand's visual identity.

SWISS PERPETUAL

2023 - 2024

Web Designer / Social Media Manager

- + Creating visually appealing product pages and website content.
- + Managing social media platforms and producing promotional content.
- + Curating high-quality images and visual storytelling for luxury products.
- + Using AI-assisted workflows to accelerate content ideation and image preparation while maintaining luxury brand standards.

ARCANA LOUNGE

2023 - 2024

Graphic Artist (Per Project Basis)

- + Developing graphics for social media, menus, events, and promotions.
- + Creating engaging visuals that encourage interaction and brand awareness.
- + Designing posters, flyers, banners, and digital assets for online and offline promotions.
- + Incorporating AI-assisted design workflows to speed up concept generation and promotional asset creation.



SKILLS

Social Media Management	AI-Assisted Workflows
Content Strategy	Digital Marketing
Graphic Design	CRM Management
Photo Editing	Workflow Optimization
Web Design	Front-End Development

TECHNICAL SKILLS

Adobe Creative Suite		Meta Business Suite	
Canva		Google Ads	
Microsoft Office		Figma	
Google Workspace		Webflow	
WordPress		HubSpot	
Mailchimp		Airtable	
SocialPilot		Notion	
ChatGPT		Zapier	
Claude		Make (Integromat)	
Gemini			

WORKFLOW NOTE

I've created AI-assisted automations and custom workflow systems to streamline content production, data management, and repetitive operational tasks. Familiar with Zapier, Make, Airtable, Notion, HubSpot, and Webflow.

EDUCATION

LA SALLE GREEN HILLS

High School Diploma
June 2009 - March 2013

FAR EASTERN UNIVERSITY

BSEd - Secondary Education / General Sciences
June 2013 - February 2019

LANGUAGES

EnglishProfessional proficiency

FOCUS

Operations & workflows

EXPERIENCE

2020 - Present

WEBSITE

workwithme.dev