LIORGIO P. ILANAN

Social Media & Community Manager

Caloocan City, Metro Manila, Philippines • ilananliorgio@gmail.com • liorgioilanan.com • linkedin.com/in/liorgio-ilanan

SUMMARY

Meta Certified Digital Marketing Associate (exam score 1000/1000) and Social Media & Community Manager with 4+ years across retail, gaming and food brands. Engages communities through fast, on-brand replies, Discord community building and short-form video, and reports results from Meta Business Suite and TikTok Studio.

EXPERIENCE

Friesta (House Cut French Fries) Caloocan City, Philippines
Social Media Manager *2026 – Present*

- Produced short-form Taglish Reels that drew 6.5M Facebook views and 3.8M viewers from April to October 2026, 95% of them organic.
- Created a POV-style Reel that reached 2.5M views, 49K reactions and 471 shares.
- Grew TikTok to 1.1M post views and 580K viewers in 28 days (October 2026), up 184.6% from the prior period, with 88.6% of views from the For You feed.
- Run pages with 54K Facebook and 28.3K TikTok followers: content calendar, captions, comment and message replies, and boosted Reels guided by Meta Business Suite and TikTok Studio insights.

DDTank Haven, online game community Remote
Community Manager *2024 – 2025 (9 months)*

- Managed an international player community across Discord, Facebook, Instagram and YouTube.
- Designed the Discord server structure: news, events, rewards and giveaway channels, separate English and Russian chats, and reaction roles; set up a custom bot with MEE6.
- Organized community events and giveaways, including three giveaway events by March 2025.
- Edited Shorts and Reels in CapCut and designed post graphics; the Facebook page reached 111.6K views and 20.2K accounts in four weeks (May 15 – June 11, 2025), 98% from non-followers.

Newborn Vape Lounge Las Piñas City, Philippines
Social Media Manager *4+ years*

- Managed the shop’s social media presence, covering product posts, promotions and customer messaging.
- Handled 16.8K Messenger conversations from July 2022 to July 2024 with a 97.6% response rate and a 15-minute response time; 1.5K orders were created through messaging.
- Designed product, pricing and advisory graphics in Photoshop and Illustrator, including required age and health warnings.

PROJECTS

Friesta POS · *AI-assisted build* October 2026

- Built a subscription-free point-of-sale web app for Friesta with Claude: menu categories, dine-in and take-out orders, cash checkout, receipts, shifts and sales reports. Live at jiyoilnn.github.io/FriestaPOS.

Portfolio website · *Design and launch* November 2026

- Designed and launched liorgioilanan.com with AI assistance, hosted on GitHub Pages, a multi-page site with case studies backed by platform insights.

CERTIFICATIONS

- **Meta Certified Digital Marketing Associate** (exam 100-101, score 1000/1000), issued November 9, 2026, valid to November 9, 2028. Verify on Credly.

- **Meta (via Coursera), November 2026:** Introduction to Social Media Marketing, Social Media Management, Fundamentals of Social Media Advertising, Advertising with Meta, and Measure and Optimize Social Media Marketing Campaigns, with grades of 99–100%.
- **Google (via Coursera):** Foundations of Digital Marketing and E-commerce, 100%, November 2026. All certificates link to their verification pages at liorgioilanan.com/about.html.
- **Udemy:** AI Video School Complete Beginner to Pro: Veo, Seedance, Kling (32.5 hours, November 2026); The Complete Full-Stack Web Development Bootcamp (62 hours, November 2026); The Social Media Marketing & Management Masterclass 2025 (36 hours, April 2025).
- **Earlier training:** ClairVoyance Virtual Assistant Training, Social Media Manager track (October 2024); ProVA PH Social Media Management, Data Entry and General Virtual Assistance (August – September 2024); Learnit Anytime Photoshop, Illustrator and InDesign Advanced (January – April 2023).

SKILLS & TOOLS

Social media: Facebook and Instagram Reels, TikTok, YouTube Shorts, LinkedIn, content calendars, captions in English, Filipino and Taglish, boosted posts, trend research

Community: Discord server setup, reaction roles, MEE6, events and giveaways, moderation, Messenger inquiries

Scheduling and analytics: Meta Business Suite, TikTok Studio, YouTube Studio, Agorapulse, Buffer, Hootsuite, Google Trends

Design and video: CapCut, Canva, Adobe Photoshop, Illustrator and InDesign

AI and productivity: Claude, ChatGPT Codex, Gemini, Meta AI, GitHub, Google Workspace, Trello

Languages: English (upper intermediate, B2), Filipino (native)

EDUCATION

Our Lady of Fatima University, Philippines — *Associate Degree*

Metropolitan Institute of Arts and Sciences, Philippines — *Senior High School, STEM strand*