

ARIAN CARLO PAREDES

Digital Marketing & E-commerce Virtual Assistant

Social Media Management | Social Media Marketing | Meta Ads |
Shopify | E-commerce Operations

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PROFESSIONAL SUMMARY

Digital Marketing and E-commerce professional with hands-on experience in social media management, social media marketing, Meta advertising, Shopify, customer support, and online business operations. Experienced in managing Facebook and Instagram content, e-commerce workflows, customer engagement, and campaign performance. Currently completing the Meta Social Media Marketing Professional Certificate.

WORK EXPERIENCE

Founder | E-commerce & Digital Marketing Manager March 2023 - Present (Part Time)

Maria Clara Clothing

- Manage Facebook and Instagram content, social media marketing, customer engagement, promotions, and product campaigns.
- Manage Shopify operations including product listings, pricing, inventory, orders, promotions, and customer support.
- Support Meta Ads campaigns through campaign setup, creative and audience testing, performance monitoring, and analysis of CTR, CPC, CPA, and ROAS.

Business Operations & Digital Marketing Coordinator - June 2023 - Present (Part Time)

Paredes Steel & Glass Aluminum Works & Trading

- Manage customer inquiries, lead qualification, follow-ups, quotations, and customer communication throughout the sales process.
- Support Facebook page management, social media content, local marketing activities, and Meta advertising.

System & Network Engineer - 2018 - 2022

Trends & Technologies, Inc.

- Supported enterprise network and system deployments, troubleshooting, maintenance, and technical projects.
- Coordinated with clients and internal teams during implementations and field deployments.
- Maintained technical documentation and resolved issues through analytical troubleshooting and problem-solving.

SKILLS

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| • Social Media Management | • Meta Ads Manager | • Social Media Copywriting |
| • Social Media Marketing | • Facebook & Instagram Marketing | • Campaign Setup |
| • Social Media Advertising | • Content Planning | • Campaign Analytics |

EDUCATION

Bachelor of Science in Information Technology

Lyceum of the Philippines University – Cavite | 2018

ADDITIONAL INFORMATION

- **Languages:** English - Filipino
- **Certifications:** Social Media Management (META), Social Media Marketing (META), Social Media Advertising (META)