



# Rica Trinidad

SOCIAL MEDIA MANAGER | WEB&FUNNEL DESIGN

## About me

A highly skilled virtual assistant with over 5 years of experience in social media management, content creation, administrative support and website design. Proven expertise in enhancing online presence, optimizing workflows, and delivering exceptional client services to drive growth and efficiency.

## EDUCATION

**HOTEL AND RESTAURANT MANAGEMENT**  
ISHRM | 2009- 2011

## CORE SKILLS

- Social Media Management (Facebook, Instagram, Pinterest, TikTok)
- Website Design (Wix, WordPress, GODADDY, Basic HTML)
- Graphic Design (Canva, Adobe Photoshop)
- E-Commerce (Shopify, Inventory & Product Optimization)
- Client Relations & Customer Service
- Content Creation & Video Editing

## LET'S CONNECT

 Rica Trinidad

 [strategists@rixfunnel.com](mailto:strategists@rixfunnel.com)

 [ricatrinidad1222.wixstudio.com/myportfolio](https://ricatrinidad1222.wixstudio.com/myportfolio)

## PROFESSIONAL EXPERIENCE

**Loc'd by TK | Admin, Social Media Manager, Web Designer**

**December 2023 – January 2025**

- Managed social media accounts, created engaging content, and designed visuals for marketing campaigns.
- Edited promotional videos and maintained website layouts to ensure an optimized online presence.
- Supported daily administrative tasks and operations for business efficiency.

**RiDiL BBQ | Social Media Manager, Web Designer**

**July 2024 – September 2024**

- Designed and maintained website layouts, optimizing for user engagement and functionality.
- Created branded digital content, increasing social media engagement significantly.

**A TuneYtots Learning Center | Website Designer**

**August 2024**

- Designed, updated, and optimized the center's website for user-friendly navigation and functionality.

**Fabuchicas | E-commerce Seller**

**December 2022-November 2023**

- Managed live selling events and online stores, handling order processing, waybill generation, and shipment tracking.
- Generated monthly revenue reports and resolved courier issues to ensure smooth operations.

**Heal with Gwenda | Website Designer**

**October 2022 – December 2022**

- Updated website layouts, created visuals, and ensured seamless user experiences for clients.

**Roux Essential | Social Media Marketing**

**June 2021 – August 2021**

- Managed Shopify inventory, created product descriptions, and engaged with customers to maintain high satisfaction.

**TaxAce | Social Media Manager**

**January 2021 – June 2021**

- Managed social media platforms, created content calendars, and boosted client engagement through strategic content creation.