

VINZ ABCDE V. BETONIO

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WORK EXPERIENCE

BJF <i>Chat Support and Lead Generation</i>	Pennsylvania (Remote) <i>2026 - 2026 (Part-time Weekends)</i>
- Managed high-volume direct message outreach and lead qualification across Instagram and Facebook for an online fitness coaching brand, handling multiple prospect conversations simultaneously. - Qualified inbound leads by uncovering goals, obstacles, and commitment level, then booked qualified prospects into sales consultation calls. - Maintained a consistent brand voice across all conversations, seamlessly continuing threads handed off from other team members without disrupting the customer experience.	
Brandit LLC <i>Data Entry Specialist</i>	Pennsylvania (Remote) <i>2026 - Present (Part-time)</i>
- Accurately encoded product orders and maintained up-to-date records in the system. - Edited and updated signage details to ensure consistency and accuracy across listings. - Supported operational efficiency by organizing and verifying product information.	
Data Samurai <i>CEO Executive Assistant and Social Consultant</i>	Louisiana (Remote) <i>2025 - 2026 (On-call Consultant)</i>
- Managed executive-level administrative tasks including scheduling, communications, and workflow coordination. - Developed and executed social media strategies to enhance brand visibility and engagement. - Created and curated content aligned with brand voice and marketing objectives. - Analyzed performance metrics to refine content strategy and improve audience reach.	
M Group Capital & M Group Residential <i>Marketing Team Lead and Facebook Ads Specialist</i>	Dallas, Texas (Remote) <i>2025 - 2026 (Part-time)</i>
- Promoted to lead the marketing team after demonstrating strong performance in campaign execution and cross-team coordination. - Oversaw daily marketing operations including task delegation, content scheduling, and quality control across platforms. - Coordinated with leadership to align marketing initiatives with real estate branding, lead generation, and sales goals. - Reviewed analytics and campaign performance to optimize marketing strategies and improve conversion potential.	
<i>Marketing Assistant</i>	
- Supported marketing campaigns for real estate investment and residential properties under M Group Capital and M Group Residential. - Created and scheduled marketing content including graphics, short-form videos, and captions for social media platforms. - Assisted with lead tracking, CRM updates, and campaign reporting to support sales and marketing alignment. - Collaborated with designers, sales teams, and management to ensure brand consistency across all marketing materials.	
Aguinaldo Business Management Services <i>Digital Marketing Specialist and Facebook Ads Specialist</i>	New York, USA (Remote) <i>September 2023 – 2025 (Full-time)</i>
Developed and managed Facebook and Instagram campaigns, creating graphics, reels, and copy to support lead generation and brand growth initiatives.	

The M&A Advisor**Administrative Support & Digital Marketing Specialist****New York, USA (Remote)***September 2023 – 2025 (Full-time)*

- Provided end-to-end administrative support including calendar management, inbox handling, document preparation, and internal coordination.
- Assisted with client onboarding, meeting logistics, and virtual event execution to support daily business operations.
- Maintained CRM records, supported sponsorship and registration campaigns, and ensured timely follow-ups.
- Coordinated with cross-functional teams to improve operational efficiency and execution accuracy.

EquestrianHousePA**Content Creator & Digital Marketing Specialist****New York, USA (Remote)***2023 – 2025 (Full-time)*

- Led social media and email marketing campaigns for award nominations, events, and brand promotions.
- Designed visual assets and wrote promotional copy to drive registrations, nominations, and audience engagement.
- Executed campaign launches across multiple platforms, ensuring consistency in messaging and branding.
- Increased online visibility through structured content calendars and performance-driven execution.

J&C Support Ltd.**E-commerce Photo Editor****Remote***2022 – 2023 (Part-time)*

- Edited and optimized 200+ product images monthly for Bol.com e-commerce listings.
- Applied background removal, color correction, retouching, and layout optimization to meet platform standards.
- Improved product presentation quality, contributing to increased customer engagement and conversion potential.

LEADERSHIP EXPERIENCE**Adsidi Multimedia Services****Owner & Chief Executive Officer (CEO)****General Santos City, Philippines***2024 – Present*

- Founded and currently lead a multimedia production company delivering video editing, graphic design, and digital content for public service, campaigns, and private clients.
- Directed creative strategy, content production, and project execution from concept development to final delivery.
- Managed client relationships, timelines, and production workflows to ensure consistent quality and on-time delivery.
- Oversaw technical setup and production support for events and campaign initiatives.

Sonic Roots Pro Audio Rental**Co-owner & Managing Director****Tacurong City, Philippines***2023 – Present*

- Co-founded and manage a professional audio equipment rental business serving events, churches, and community programs.
- Led sales, marketing, and client acquisition efforts including inquiries, quotations, bookings, and customer follow-ups.
- Handled hands-on technical operations such as sound system setup, equipment installation, testing, and live event support.
- Developed branding assets and promotional materials to increase local visibility and repeat bookings.
- Managed logistics, inventory tracking, and equipment maintenance to ensure service reliability.

Office of Gov. Datu Pax Ali S. Mangudadatu**Production Manager / Reels Editor & Graphics Designer****Isulan, Sultan Kudarat***2022 – 2025 (Full-time)*

- Led multimedia production for public service communications and campaign initiatives.
- Collaborated with executive staff to translate messaging into visually compelling reels and graphics.
- Applied trend-based design and storytelling techniques to strengthen digital presence and audience engagement.

Office of Cong. Marly Hofer Hasim**Reels Editor & Graphics Designer****Zamboanga Sibugay (Remote)***2023 – 2025 (Part-time)*

- Produced reels, graphics, and multimedia content for public information and campaign communications.
- Supported production planning, content scheduling, and technical execution for digital initiatives.
- Delivered consistent, high-quality outputs under tight timelines.

EDUCATION

Notre Dame of Tacurong College |
Bachelor of Arts in Political Science | 2021 – 2025

Tacurong City, Philippines

SKILLS & INTERESTS

Skills

- Digital Marketing & Social Media Management
- Music Production
- Content Creation (Reels, Graphics, Video Editing, Captions)
- Executive & Administrative Assistance
- CRM Systems (HubSpot, Zoho, GoHighLevel)
- Lead Generation & Prospecting
- Client Relationship Management
- Project & Task Management
- Email & Calendar Management
- Customer Support (Chat, Email, Phone)
- Data Entry, File Organization & Documentation

Technical Tools:

Adobe Photoshop, Premiere Pro, After Effects, Illustrator, FL Studio, Canva/Canva Pro, Meta Business Suite, Buffer, Trello, Notion, Google Workspace, Microsoft Office, Slack, Zoom, Shopify, WooCommerce, Zapier, CapCut, ChatGPT

Interests

- Multimedia production and creative storytelling
- Digital marketing strategy and campaign optimization
- Music production and audio enhancement
- Exploring AI-powered tools for creative and productivity workflows