

MALBERT GANSUEN

Social Media Manager

CONTACT

+63920-848-9867

magansuen@gmail.com

FC218 Balili, La Trinidad, Benguet

EDUCATION

Saint Louis University - Baguio City

Bachelor of Science in Commerce
Completed - 2000

SOFT SKILLS

- Communication
- Leadership Skills
- Management Skills
- Observation
- Creativity
- Directing
- Fast Learner
- Critical Thinking
- Adaptibility

ACHIEVEMENTS

2023 Youth Leadership Resource Speaker

2024 Youth Camp Resource Speaker

2025 Music Workshop Speaker

ABOUT ME

Creative and versatile digital content creator with skills in social media management, copywriting, video editing, graphic design, photo editing, and AI-assisted website development. Proficient in using modern digital tools and AI-powered applications to streamline creative workflows and produce quality content. Adaptable, detail-oriented, and eager to contribute creative ideas and digital skills to help businesses strengthen their online presence, increase audience engagement, and achieve their marketing goals.

EXPERTISE SKILLS

Copywriting
Ability to create engaging, persuasive, and well-structured written content for advertisements, social media posts, promotional materials, and marketing campaigns. Skilled in developing compelling messages that capture attention and communicate ideas effectively.

Video Editing
Skilled in editing and producing engaging videos using CapCut and AI-powered tools. Capable of creating promotional videos, social media content, short-form videos, and professional presentations with effective transitions, effects, captions, and storytelling.

Graphics Editing
Ability to design visually appealing graphics for advertisements, social media posts, promotional materials, posters, and marketing content. Knowledgeable in layout design, typography, image composition, and creative visual presentation.

AI Automation
I use Claude, Codex and Chatgpt. Knowledgeable in using AI-powered tools and automation platforms to streamline digital workflows, improve productivity, and simplify repetitive tasks. Capable of exploring and implementing AI solutions for content creation, social media management, marketing processes, and business operations to enhance efficiency and save time.

OTHER SKILLS

Audio Production
Skilled in audio recording, editing, and enhancement. Capable of cleaning audio, tweaking audio frequences, adjusting volume levels, mixing music and voice recordings, and producing clear, quality audio for videos, presentations, and music projects. I am also a musician. Skilled in prompting for AI audio generation.

Photography/Photo Editing
Skilled in capturing high-quality photographs for events, products, portraits, promotional campaigns, and social media content. Knowledgeable in photo composition, lighting, framing, and creative visual storytelling to produce attractive images that effectively communicate a brand's message and enhance its online presence.