

KINSKE C. REYES

SOCIAL MEDIA MANAGER | DIGITAL MARKETING SPECIALIST

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PROFESSIONAL SUMMARY

Content Creator and Social Media Manager with nearly 3 years of hands-on experience building content that performs across every major platform, from Facebook and TikTok to YouTube, Spotify, and Apple Podcasts. As Founder of Good To Live Podcast, I built and now run my own personal brand end to end, handling everything from content planning and production to caption writing and repurposing. I bring a strong command of trend research, copywriting, and audience engagement, and I approach every post with one goal in mind: making the work count.

CORE COMPETENCIES

Social Media Management | Content Planning | Caption Writing | Copywriting | Content Calendars | Trend Research | Audience Engagement | Brand Consistency | Community Engagement | Podcast Production | Audio Editing | Basic Video Editing | Graphic Design Support | AI-Assisted Content Creation | Prompt Writing | Content Repurposing | Digital Marketing Support

EXPERIENCE

Social Media Manager Internship (SOCIA) March 2026 - June 2026

Assisted SOCIA under Josh Mojica with social media content planning, caption writing, basic editing, and audience engagement. Supported trend-based content ideas and helped maintain consistent online branding across platforms.

Social Media Manager (Project-Based) August 2024 - October 2024

Provided short-term social media support for a crypto-focused X account by creating AI-assisted content and prompts. Used ChatGPT for content ideation, captions, and promotional text, and assisted with AI image prompt creation for branding and engagement.

Content Creation (Good To Live Podcast) November 2023 - PRESENT

Founded and manage Good To Live Podcast, a personal podcast brand producing original audio and supporting content. Handle topic planning, episode production, and ongoing content development, building consistency in digital storytelling and audience engagement.

PROJECTS

- **Good To Live Podcast**

- Produced podcast episodes and supporting promotional content across YouTube, Spotify, Apple Podcasts, and social media.
- Created captions, quote posts, episode descriptions, and short form content ideas from podcast transcripts.

- **Social Media Content**

- Created sample captions, post ideas, and visual content for Instagram, Facebook, TikTok, X/Twitter, LinkedIn, and YouTube.
- Used Canva, CapCut, Photoshop, ChatGPT, Gemini, Sora, and Midjourney to support content creation, editing, and ideation.

TOOLS & TECHNOLOGIES

Social Media Platforms:

Facebook, Instagram, TikTok, X/Twitter, LinkedIn, YouTube

Podcast Platforms:

Spotify, Apple Podcasts, Anchor.fm, Linktree

Editing and Design:

Canva, CapCut, Filmora, Audacity, Photoshop, OBS Studio, Illustrator

AI and Writing Tools:

ChatGPT, Gemini, Sora, Midjourney, Claude, Manus AI, Codex

Productivity Tools:

Google Workspace, Microsoft 365, Notion, Discord, Telegram

Marketing Tools:

Zapier, N8n, Brandwatch, Trello, Google Analytics

EDUCATION

Bachelor of Science in Information Technology

Pateros Technological College | 2022 – 2026

CERTIFICATIONS & TRAINING

How to 10x Your Social Media Following

Alec Cuenca | June 2024

- Learned content growth frameworks for social media platforms.
- Improved understanding of personal branding, platform strategy, and content consistency.
- Studied content planning approaches focused on TikTok, Facebook, and online audience growth.

Content Creator Roadmap

Alec Cuenca and Joyce Pring | September 2023

- Learned content creation fundamentals, personal branding, positioning, and audience trust-building.
- Developed understanding of content systems, scheduling, batching, and platform-fit content planning.
- Improved content workflow for consistent digital content production.