

CASSANDRA LEE D. SANCHEZ

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Portfolio: <https://clportfolio.dieltech09.com>

PROFESSIONAL SUMMARY

Detail-oriented and versatile professional with over 7+ years of experience in Social Media Management, Marketing, Human Resources, and Administrative Support. Proven track record in community engagement, recruitment, and office operations. Adept at managing complex schedules, creative budgets, and cross-functional communication to drive organizational goals

CORE SKILLS

- Digital Marketing: Social Media Management (FB, IG, X, YT), Content Creation, Performance Analytics, Community Engagement using Google Workspace and social media tools.
- Human Resources: Recruitment & Onboarding, Payroll Processing, Employee Relations, Conflict Resolution, Time & Attendance Management.
- Executive Administration & Support: Proven ability in high-level executive support, including strategic calendar management, travel and accommodation coordination, processing contracts, and systematic records management.

PROFESSIONAL EXPERIENCE

General Conference | *Silver Spring, United States (Remote/Hybrid)* Social Media Marketing Manager | October 2020 – August 2025

- Managed and grew multi-platform social media presence (Facebook, Instagram, Twitter/X, and YouTube).
- Planned and scheduled engaging content including captions, hashtags, and calls-to-action to increase reach.
- Monitored community engagement by responding to comments and messages to maintain brand reputation.
- Optimized paid social media campaigns and prepared detailed performance reports based on analytics.
- Researched market trends and competitor activity to ensure a consistent and modern brand voice.

Asia Source College of Arts and Technology | *Taguig City, Philippines* Human Resource Staff | January 2020 – July 2020

- Coordinated the end-to-end hiring process: job posting, screening, interviewing, and onboarding.
- Managed payroll operations by collecting time/attendance records and distributing payment statements.
- Resolved employee conflicts and conducted investigations to support corrective actions and discipline.
- Ensured compliance through thorough background checks and drug screening protocols.
- Served as the primary point of contact for inquiries regarding compensation, benefits, and taxes.

Project Life Media | *Quezon City, Philippines* Media Secretary | August 2015 – December 2019

- Facilitated communication between Media Specialists, Communication Directors, and Administrators.
- Negotiated contracts with agents and performers and processed payments post-production.
- Managed creative budgets and coordinated complex travel and accommodation logistics for talent.
- Maintained the talent calendar and established manual and digital filing systems for efficient retrieval.

EDUCATION

Bachelor of Science in Psychology University of Perpetual Help System, Biñan, Laguna | 2012 – 2015

Bachelor of Science in Psychology (Undergraduate Coursework) Adventist University of the Philippines, Silang, Cavite | 2010 – 2012