

Patricia Mae Secuya Lauron

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Professional Summary

Content Marketing Strategist & Social Media Manager with 4+ years of experience helping brands, coaches, and podcast hosts transform long-form content into engaging multi-platform content systems. Specialized in content strategy, content repurposing, social media management, and community engagement. Experienced in turning podcasts, videos, interviews, and thought leadership content into platform-specific assets that increase visibility, audience engagement, and brand consistency.

Core Skills

Social Media Management
Content Creation and Scheduling
Content Strategy
Content Repurposing
Graphic Design and Visual Content Creation
Social Media Design and Marketing Materials
Podcast Editing, Production, & Management
Performance Reporting and Analytics
Community Management
Administrative and Operational Support

Experience

Summit Funding, Inc. – Social Media Manager and Marketing Designer (Remote)

July 2024 – April 2026 | Sacramento, CA

- Designed flyers, promotional materials, and marketing assets based on stakeholder requests
- Translated briefs into clear, brand-aligned visual designs
- Created social media graphics to support campaigns and engagement
- Ensured consistency across all visuals, layouts, and messaging
- Managed and analyzed monthly social media performance and created reports with actionable insights
- Repurposed long-form content, podcasts, and video assets into platform-specific content supporting audience engagement and content consistency.
- Built executive presentations to highlight trends and recommend strategies
- Improved content clarity and engagement using structured storytelling approaches
- Handled marketing requests through Freshdesk and coordinated with stakeholders
- Engaged with the community by responding to messages and supporting audience interaction

Divya Parekh – Executive and Leadership Coaching – Media Manager (Freelance, Remote)

Jan 2022 – Sept 2025 | North Carolina, United States

- Designed website visuals, sales pages, and branded digital materials
- Created social media graphics aligned with brand voice and goals
- Developed visual content for online courses and digital products
- Managed social media accounts, including content creation and performance tracking
- Edited video and audio content for marketing use
- Provided administrative and operational support
- Handled communication with clients and audiences

Acadium – Virtual Assistant Internship (Remote)

Nov 2021 – Jan 2022 | Ottawa, ON

- Designed graphics for social media and marketing materials
- Edited video and audio for podcast launch and promotions
- Supported admin tasks and content coordination

FWD Life Insurance Corp.

Nov 2019 – Oct 2021 | Muntinlupa, Philippines

Financial Wealth Planner

- Conducted financial consultations and created personalized plans
- Built client relationships and supported business growth
- Created and presented to clients financial planning

Administrative Assistant (A+Quest Financial Coaches – under FWD Life Insurance Corp.)

Jun 2018 – Jul 2019 | Taguig, Philippines

- Supported admin tasks, reports, and internal processes
- Managed communication and assisted in presentations
- Organized data and helped track team performance

Tools and Platforms

Design Tools:

Adobe Illustrator, Photoshop, Canva, Affinity, Procreate, CapCut, Descript

Marketing and Analytics Tools:

Meta Business Suite, TikTok Analytics, Instagram Insights, Metricool, SocialPilot

Work Tools:

Freshdesk, Asana, ClickUp, Trello, Surefire, Bombbomb, Google Workspace, Calendly, Zoom, ChatGPT, Claude, Gemini

Education

Bachelor of Science in Business Administration

Major in Business and Operations Management with Specialization in Service Management

Jul 2014 – May 2018 | De La Salle University Dasmariñas, Philippines