Angel Noriega Arevalo

Digital Marketing & Creative Content Specialist

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PROFESSIONAL PROFILE

Digital marketing and virtual assistance professional with six years of diverse experience across social media, digital publishing, executive support, customer service and business operations. Supported four international clients across the US, UK and Italy, combining creative execution with organized, data-informed workflows and million-view social media content.

PROFESSIONAL EXPERIENCE

Substack & Digital Publishing Specialist

UK-based venture capital, investment & AI publication | Remote | August 2026

- Manage content and engagement workflows for two Substack accounts, supporting an established publication with 79K+ subscribers and 800+ recommendations.
- Develop editorial content and interaction-focused Notes aligned with distinct author voices and publication strategy.
- Plan and schedule Notes, conduct targeted outreach, engage with relevant writers and coordinate publication recommendations.
- Monitor audience growth, engagement and publication performance; prepare analytics reports and actionable recommendations.

Social Media Manager & Executive Virtual Assistant

US marine and lifestyle media brand | Remote, part-time | June 2026 – Present

- Manage Instagram, Facebook, TikTok and LinkedIn content operations, from trend research and editorial planning to publishing and community engagement.
- Create branded graphics, captions and short-form videos; collaborate directly with the founder on positioning and growth strategy.
- Contributed to audience growth from 600 to 5,000+ followers and generated 1M+ social media content views, including viral content that generated thousands of engagements.
- Maintain merchant research and CRM records in Zoho Bigin; support newsletter conversion workflows using ManyChat.
- Track performance, prepare reports and recommend improvements using platform analytics.

Business Owner / Entrepreneur

Restaurant business | Philippines

- Oversee business strategy, finances, daily operations, staffing, compliance, marketing and sales.

Social Media Manager / Virtual Assistant

US business consulting client | April 2023 – 2024

- Managed social media publishing, community engagement and analytics; developed monthly marketing plans aligned with campaign goals.

• Supported email marketing through sequence planning and copywriting; created branded static and animated graphics and edited campaign videos.

Executive Assistant

Italian digital marketing agency | February 2023

• Managed executive calendars, meetings, email and follow-ups; coordinated projects with clients and team members.

• Supported social media and email campaigns and prepared performance and engagement reports.

Data Entry / Customer Service Representative

TaskUs Philippines | 2020 – 2022

• Maintained accurate digital records, databases and spreadsheets; verified information and corrected inconsistencies.

• Handled customer inquiries and maintained organized interaction and transaction records.

CORE EXPERTISE

Social media management • Substack publishing • Content strategy • Editorial calendars • Copywriting • Graphic design • Short-form video editing • Community engagement • Email marketing • Marketing automation • CRM management • Analytics and reporting • Executive assistance

TOOLS & PLATFORMS

Substack, Canva Pro, CapCut Pro, Meta Business Suite, ManyChat, Zoho Bigin, Notion, Google Workspace, Constant Contact, Metricool, ClickUp, Airtable, ChatGPT, Gemini, Nano Banana and Meta AI.

EDUCATION & CREDENTIALS

Internet Technology | AMA Computer School

SEO Certification | HubSpot Academy

Top Performer – Customer Service Representative | TaskUs Philippines, 2021–2022

References available upon request.