

KRYSTEL JEN E. DUMAPIT

Social Media Manager | Multimedia Director | Photographer
Quezon City, Metro Manila, Philippines (Open to Remote Work)
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PROFESSIONAL SUMMARY

Results-oriented Social Media Manager and Multimedia Designer with 10+ years of experience creating engaging content, branded visuals, and digital campaigns across media, corporate, technology, and travel industries. Skilled in social media management, graphic design, video editing, and content strategy using Adobe Creative Cloud and Canva. Passionate about helping brands grow their online presence through creative and audience-focused content.

TECHNICAL SKILLS & COMPETENCIES

- Social Media Management: Campaign Strategy, Content Pillars & Scheduling, Audience Engagement, Analytics Tracking, Social Copywriting, Facebook Ads.
 - Graphic Design & Branding: Brand Identity Design, Layout Design, Infographics, Digital Illustration, Presentation Design.
 - Multimedia Production: Video Editing, Videography, Photojournalism, Photo Retouching & Compositing.
 - Tools & Software: Adobe Photoshop, Lightroom, Canva, CapCut/Premiere Pro.
 - Project Management & Collaboration: Slack, Asana, Trello, Google Workspace, MS Office, Data Entry & Asset Categorization.
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PROFESSIONAL EXPERIENCE

Youth for I.T. Agility — Makati, Philippines (Remote) Multimedia Director | Jan 2026 – Present

- Lead the creative direction and execution of multimedia campaigns across digital platforms.
- Develop visually engaging content that simplifies technology and youth advocacy initiatives.
- Collaborate with cross-functional teams to maintain strong brand consistency and audience engagement.
- Oversee the production of graphics, videos, and promotional materials for campaigns and events.

Canopus Travel Services — Makati, Philippines (Remote) Social Media Manager | Nov 2025 – Present

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CANOPUS: IT Consulting & Management Services — Makati, Philippines (Remote)
Executive Assistant | Jan 2026 – Present

- Provide administrative and operational support to executive leadership.
- Organize digital assets, client communications, and workflow documentation.
- Assist in project coordination and internal communication management.

Designed by Memories — U.S. Client (Remote)

Graphic Designer | Nov 2022 – Jan 2026

- Created custom visual artwork combining AI-assisted design with traditional and digital art techniques.
- Enhanced and refined creative outputs using Adobe Photoshop and Illustrator.
- Collaborated directly with international clients to deliver personalized, high-quality visual designs.
- Produced print-ready and digital-ready creative assets based on client requirements.

IloBiz Solutions Inc. — Ilo-Ilo City (Remote)

Image Editor & Data Entry Specialist | Jun 2023 – Nov 2023

- Edited and optimized product images for e-commerce and digital marketing use.
- Maintained organized digital asset libraries and accurate data management workflows.
- Worked closely with quality assurance teams to ensure consistency with brand guidelines.

Manila Today

Photographer | Graphic Designer | News Producer | 2010 – 2022

- Managed social media publishing and website content updates for digital news distribution.
- Designed graphics, layouts, and infographics for news articles and feature content.
- Captured documentary, editorial, and news photography used in publications and online media.
- Produced multimedia content under tight deadlines in fast-paced newsroom environments.

Tudla Productions & Alternative Media

Freelance Multimedia Contributor | 2010 – 2021

- Produced promotional materials and visual campaigns for film festivals and advocacy events.
- Designed posters, digital marketing assets, and event collateral.
- Assisted in multimedia production, event coordination, and video editing projects.

Festival Director (Various Film Festivals)

Pandayang Lino Brocka Film Festival | Truth Cinema

| Pelikula Katutubo | Human Rights Film Festival | 2017 – 2021

- Curated and managed film selections, showcasing diverse and impactful storytelling.
- Organized event programming, logistics, and audience engagement initiatives.
- Partnered with schools, universities, and community organizations to bring socially relevant films to wider audiences.
- Collaborated with filmmakers, advocacy groups, and industry professionals to promote independent and human rights-centered cinema.
- Conducted workshops, discussions, and film screenings in educational institutions and local communities.

EDUCATION

Bachelor of Arts in Broadcast Communication

University of the Philippines

BS Information Technology(Undergraduate)

Adamson University

Maligaya High School

Maligaya Elementary School

ADDITIONAL INFORMATION

Certifications & Training:

- Certificate in Principles of Graphic Design – University of the Philippines Open University (UPOU) | 2025
- DICT/SPARK Training to Social Media Marketing 2.0 (March-May 2026)
- DICT/SPARK Training to Search Engine Optimization (SEO) with AI (May-June 2026)
- DICT/SPARK Blockchain and Cryptocurrency Specialist Certification Training (May-June 2026)
- Fundamentals of Graphic Design (Color, Typography, Layout)- Department of Information and Communications Technology (May 12, 2026)
- Social Media Utilization for MSMEs Competitiveness- Department of Information and Communications Technology and Go Negosyo (April 23, 2026)
- Intro to Videography, Video Editing and Data Privacy- Department of Information and Communications Technology South Cotabato (April 23, 2026)
- Navigating the Cybersecurity Threat Landscape- Digital Transformation Center Samar (April 21-23, 2026)
- Social Media Marketing for Business- Quezon City Government Small Business and Cooperative Dev. And Promotions Office (April 27, 2026)
- NC II – Computer Systems Servicing – TESDA | 2025
- NC II – Bread and Pastry Production – TESDA | 2024