

SHEEN MONCAYO

Cebu City, Philippines | +63 922 798 8129 | sheenmph@gmail.com

PROFESSIONAL SUMMARY

Experienced admin support, digital marketing and creative professional with a background in content creation, social media management, graphic and website design, marketing, admissions, student services, and English language education. Skilled in creating visual content, managing websites and digital tools, supporting day-to-day operations, and working with clients and students in remote and international settings.

CORE COMPETENCIES & TOOLS

Design & Creative Tools

Canva • Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Figma • SmartDraw • DropMock • Designrr • Vyond / GoAnimate • Promo • Capcut • Adobe Premiere Pro

Marketing & Sales Tools

Mailchimp (Email Marketing) • ClickFunnels (Sales Funnels) • Jasper / Conversion AI (AI Copywriting) • ChatGPT (AI Content Generation/Automation) • SEMrush (SEO & Marketing Analytics) • Outgrow (Interactive Content) • Metricool (Social Media Analytics & Scheduling) • Loomly (Social Media Management) • Optisigns (Digital Signage)

Web, eCommerce & Productivity

Shopify • WordPress • Trello • Airtable • Google Suite (Docs, Sheets, Drive, etc.) • Outlook

Forms, Documents & e-Signature

Jotform • ShareFile • Dropbox • PandaDoc • RightSignature • TaxDome

PROFESSIONAL EXPERIENCE

AI Artist

VORA Agency | USA

2025 – 2026

- Create cutting-edge AI-generated visuals, including hyper-realistic people, characters, outfits, and environments.
- Design AI imagery, motion content, and characters for a network of accounts reaching millions of viewers each month.
- Generate realistic AI videos and visual content based on creative direction and project requirements.
- Use advanced prompting and AI tools to achieve realistic details in skin, hair, clothing, lighting, and settings.
- Explore new AI workflows and techniques to produce high-quality visuals that can be used across multiple platforms.

Content Creator, Social Media Manager, Graphic

Designer and Website Designer

Prince Gallery Art School | Sydney, Australia
| +61 432037792

2024 – 2025

- Create visually appealing graphics and compelling videos tailored for content marketing.
- Design and manage websites in Shopify and Squarespace.
- Manage and respond to messages across social media platforms.
- Gather necessary information for various projects, including research, analysis, trend monitoring, and sourcing data for content creation.
- Stay updated with different digital marketing software tools.

Executive Assistant , Digital Marketer

MGEMS Marketing | New Jersey, USA | +63 9171035853

2019 – 2024

- Assist the CEO in managing appointments and schedules effectively.
- Edit marketing videos to enhance promotional content.
- Design captivating graphics for various marketing materials.
- Build and optimize funnels and websites to drive conversion rates.

- Craft engaging content for press releases, blogs, and social media captions.
- Develop and execute email campaigns for multiple brands.
- Provide support with Customer Relationship Management Systems (CRMs).
- Manage, train, and facilitate communication with new team members to ensure seamless onboarding.

Student Service Officer and Admissions Officer

Sunshine Coast International College | Sydney, Australia

2022 – 2024

| +61 423428218

- Maintain and update student data.
- Assist the Academic Manager and Principal with intervention strategies associated with attendance, progress, and behavior.
- Issue offer letters and prepare COE documents.
- Support international students during normal business hours and outside scheduled appointments when required.
- Maintain knowledge and understanding of the ESOS Act, National Code 2018, ELICOS Standards, and other relevant codes of practice, standards, and legislation related to student welfare.

Online English Tutor / Owner

Sheens ESL | Cebu City, Philippines

2018 – 2024

- Oversee all operational facets of running Sheens ESL, an online English school, ensuring smooth day-to-day operations.
- Spearhead the recruitment process for hiring qualified English tutors.
- Personally teach English to a variety of students.

Junior High School English Teacher

Sacred Heart School - Ateneo de Cebu | Mandaue City, Philippines

2017 – 2018

- Design and implement a curriculum tailored to meet the needs of junior high school students.
- Prepare lesson plans aligned with school standards and objectives.
- Conduct dynamic and stimulating English classes that cater to diverse learning styles.
- Prepare and administer assessments to evaluate student progress.
- Communicate regularly with parents regarding students' progress, achievements, and areas needing improvement.
- Contribute to extracurricular programs, clubs, or activities related to English, literature, or journalism.

EDUCATION

Bachelor of Science in Secondary Education, Major in English

2009 – 2013

University of Cebu - Banilad Campus | Cebu City, Philippines