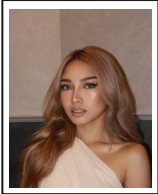


Social Media & Content Manager

BLOGS, SOCIALS, NEWSLETTERS

Debbie Sibal



sibaldebbie@gmail.com · Pasig City, Philippines · debbiesibal-content.vercel.app · @blairsibal

SUMMARY

I plan it, write it, design it and post it on time. For three and a half years I ran Aquariums For Beginners: I built the site and wrote every article. I grew my own Instagram to 24K+ followers and make social posts, an Instagram carousel and an AI-imagery campaign for beauty and fashion brands.

*"I plan it, write it, design it and post it on time."*

Your content desk, in one person.

SELECTED PROOF

24K+

Instagram followers on @blairsibal, my own account

3.5 yrs

running a brand blog, newsletters and store (Aquariums For Beginners)

154

Meta ad campaigns launched, €38.8K spend

C2

English, advanced/mastery. Typing 72 WPM net

CONTENT EXPERIENCE

Digital Content Creator & Brand Strategist

Self-employed (Remote) Jan 2022 – Present

- Built my own Instagram, @blairsibal, to 24K+ followers
- Create social posts, memes and an educational Instagram carousel for Elora Lashes, a cluster-lash brand
- Make UGC photos and AI-generated UGC-style videos (Google Flow) for beauty and fashion brands
- Created an AI-imagery campaign for Elizabeth's Seaside Boutique (linen dresses for women 50+): storefront statics, editorial ads, iMessage and magazine-style posts
- Built and launched 154 Meta ad campaigns for fashion and footwear stores (€38.8K spend, 1,081 purchases)

Shopify & Content Manager

Aquariums For Beginners (Remote) Jan 2022 – Aug 2025

- Built the website and wrote every blog article and newsletter
- Kept the content calendar and published consistently
- Ran the Shopify store: product listings, SEO and store visuals

OTHER EXPERIENCE

Support Specialist

Shogo.fr (Remote) Jan 2026 – Present

- Run the customer inbox for European e-commerce stores in Helpwave, including Polish-language replies with localized templates

Shopify Store Builder

Freelance + own stores (Shopify Partner) Feb 2019 – Present

- Store setup, themes, collections and launch for clients and my own brands

Shopify Expert Assistant / E-commerce Support

ThriveEdge (Remote) Feb 2025 – Jan 2026

- Managed product listings, collections and SEO on Shopify stores; did competitor and product research

Customer Service Representative

Alorica (Part-time, on-site) Sep 2025 – Dec 2025

- Resolved customer inquiries in a high-volume environment within quality and handle-time targets

SKILLS

Content calendars and publishing

Blog writing and SEO

Email newsletters

Product descriptions

Instagram carousels and social posts

Meme and trend formats

UGC photos and AI UGC video

AI imagery for campaigns

Meta Ads campaign setup

TOOLS

Canva, CapCut, Google Flow, Google

AI Studio, Claude, Meta Ads

Manager, Shopify, Slack

BUILT

Ad Collage Generator

Multi-Search Image Batcher

YouTube Transcribe & Voice Studio

TESTS

English: C2 (advanced/mastery)

Typing: 72 WPM net, 98% accuracy

LANGUAGES

English (C2), Filipino/Tagalog (native)

EDUCATION

Bachelor of Business

Administration, Major in Financial Management

University of Manila | 2022 – 2026 (graduated)