// social media & content manager · 4+ years

Vlad Valeros

I build communities that show up and campaigns that pay for themselves, using data to decide what to post next.

↓ 38.3%
Cost per result, Meta Ads
B.I.G. H1 vs H2 2025

↑ 110.8%
Click-through rate
B.I.G. H1 vs H2 2025

800+
Program sign-ups from ~$100 in boosts
KadaKareer, 2 posts, 2023

8,277
Organic views on one anniversary post
KadaKareer, Kadaversary 2026

// case study a: paid social, lead generation

B.I.G. Charity Law Group

Ontario-based law and accounting firm serving charities and nonprofits. Canada-wide audience of charity founders and directors.

Role: Social Media and Paid Ads Manager (independent contractor), July 2025 to present. Remote.

BEFORE I JOINED (H1 2025)

- Three separate regional conversion campaigns (Manitoba/Alberta/BC, Ontario, and a broad MB/AB/BC variant) split budget and data.
- Meta's native lead form generated low-quality leads.
- Several campaigns ran well above an acceptable cost per result.

AFTER I TOOK OVER (H2 2025)

- Consolidated the regional campaigns into a single Canada-wide web conversions campaign.
- Moved off native lead forms to website conversions to improve lead quality.
- Re-targeted to charity founders with sponsored content creative.

RESULTS, H1 AVERAGE VS H2

METRIC	CHANGE
Cost per result	↓ -38.3%
Click-through rate	↑ +110.8% 0.65% to 1.37%
Cost per click	↓ -48.9%
Cost per engagement	↓ -16.2%
Engagement rate	↑ +14.3% 1.33% to 1.52%

H1 figures are the average across three H1 campaigns, compared with the single H2 campaign. On a blended basis (total cost ÷ total results across all included H1 campaigns), cost per result still fell by about 21.5%. Campaigns using Meta's native lead form and campaigns above a set cost-per-result threshold were excluded from the H1 baseline.

Other results

↑ 185%
LinkedIn impressions and followers
nearly tripled, from content tailored to decision-makers and professional partners

52.2% → 100%
Facebook response rate

↑ 32%
Qualified leads

HOW I WORK WITH A LAW FIRM

- Every social post and ad goes through attorney review and approval before publishing, for accuracy and compliance with the firm's legal and professional standards
- Research government sources when planning campaigns so charity law messaging is accurate before launch
- Manage the firm's YouTube channel: edit videos before publishing and optimize the channel for discoverability
- Repurpose long-form video into short-form clips for social channels

CHANNELS

Facebook · Instagram · LinkedIn · YouTube · Meta Ads Manager

// case study b: community growth and program recruitment

KadaKareer

Social impact nonprofit helping Filipino youth and career changers get real work experience through free programs.

Role timeline

Jun 2022 to Aug 2022
Growth and Marketing Intern

Sep 2022 to Dec 2022
Marketing Specialist

Jan 2023 to Apr 2023
Marketing Manager

Apr 2023 to Sep 2026
Marketing Team Lead
Remote

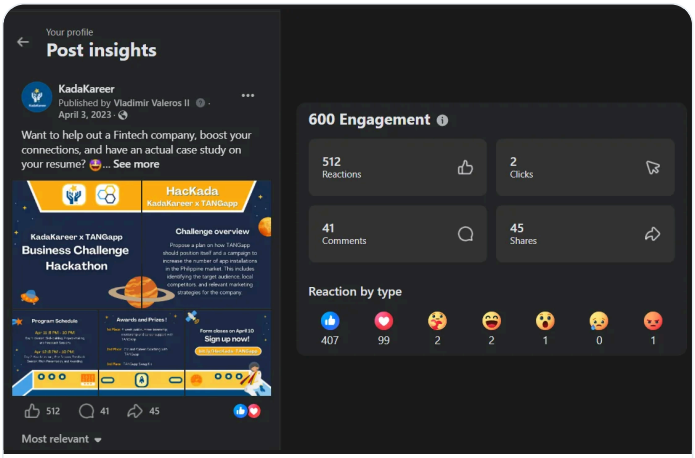
> *From intern to team lead in under a year.*

What I owned

- Content strategy and rollout across Facebook, Instagram, LinkedIn and Discord
- Built the brand's community presence, including the Discord server
- Taglish copywriting for a Filipino youth audience, plus reviewing and editing teammates' copy for accuracy, clarity and brand consistency before publishing
- Five workflows that shortened the content creation, review and publishing cycle
- Email blasts and newsletters in Brevo; open rates beat nonprofit benchmarks
- SEO: facilitated a website audit and backlink research in Ahrefs
- Reporting: social analytics notebooks in Google Colab for Facebook, Instagram and LinkedIn
- Caption template system and image prompt generator to keep content consistent across the team

// b1: program recruitment with small paid boosts

Both posts were written, designed and published by me, then boosted with about $50 USD each. Sign-ups went through a bit.ly link in the creative.



April 3, 2023 · Boosted, ~$50 USD

HacKada: KadaKareer x TANGapp Business Challenge Hackathon

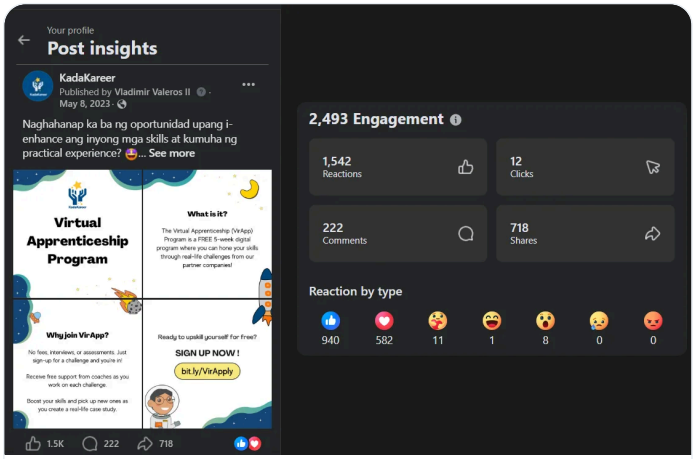
Goal: recruit participants for a 2-day business challenge with a fintech partner.

ENGAGEMENTS
600 (512 reactions, 41 comments, 45 shares)

PARTICIPANTS
300+

COST
About $0.08 per engagement, about $0.17 per participant

View live post (https://www.facebook.com/KadaKareerPH/posts/pfbid02i2MigMh7LxFKPMeFQVdieAof5rb6UKux3hSucAozmubZdWNfpGScwAPqaBea2kFHl)



May 8, 2023 · Boosted, ~$50 USD

Virtual Apprenticeship Program (VirApp)

Goal: recruit participants for a free 5-week digital apprenticeship with partner companies.

ENGAGEMENTS
2,493 (1,542 reactions, 222 comments, 718 shares)

PARTICIPANTS
500+

COST
About $0.02 per engagement, about $0.10 per participant

View live post (https://www.facebook.com/KadaKareerPH/posts/pfbid035Fp1Be5oe7N1FZ3TGFDnsdp2V75a6uZUmHCaaiyAU3Bg1Z1hSZ6fAMTy3StPC3wol)

WHAT CHANGED BETWEEN THE TWO POSTS

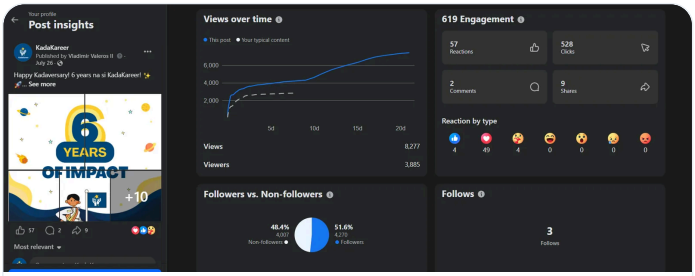
- VirApp led with zero barriers ("No fees, interviews or assessments"); HacKada led with a challenge brief and prizes.
- VirApp earned 16x the shares (718 vs 45), so much of its reach came from people passing it to friends.
- **Takeaway:** for a youth audience, removing friction in the hook beat prize-led messaging.

COMBINED

~$100 USD	3,093	763	800+
boost budget	engagements	shares	participants

// b2: kadaversary, 6th anniversary campaign (organic)

Creative direction: theme "Bawat Tala, May Simula. Bawat Tala, May Kada." with Tala (the star) as the central symbol. "6 Years of Impact" carousel.



July 26, 2026 · Organic, no boost

Anniversary post

REACH
8,277 views from 3,885 viewers

ENGAGEMENTS
619 (57 reactions, 528 clicks, 2 comments, 9 shares)

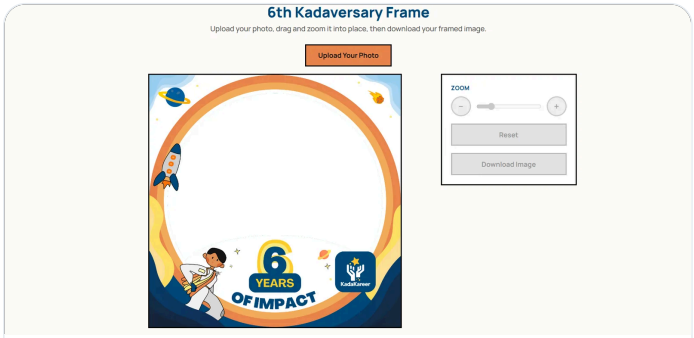
ENGAGEMENT RATE BY REACH
15.9% (619 ÷ 3,885 viewers)

NON-FOLLOWERS
48.4% of views (4,007) came from non-followers, so the post reached nearly as many new people as existing followers

VERSUS TYPICAL
Tracked above the page's typical content in Facebook's views-over-time chart

NEW FOLLOWS
3

View live post (https://www.facebook.com/KadaKareerPH/posts/pfbid08XBbuWbLJEWQztUQWaXapKVo9W9RUZjPFARQJzVc4o3WooLKSTHFuayuREXSbQGol)



DP blast · Photo frame generator

6th Kadaversary Frame

Designed the "6 Years of Impact" frame and built a Twibbonize-style web app (Fabric.js) where members upload a photo, drag and zoom it into place, and download a framed profile picture. No third-party app or watermark.

Also built a caption template system and an image prompt generator tool for the team.

Try the live tool (https://6th-kadaversary.netlify.app)

// b3: organic content performance

ENGAGEMENT RATES (AS MARKETING TEAM LEAD)

PLATFORM	ENGAGEMENT RATE	MEASURED BY
Facebook	27.22%	Follower count
Instagram	25.42%	Follower count
LinkedIn	34.77%	Impressions

EARLIER ROLES

INITIATIVE	RESULT
Marketing Manager (Jan to Apr 2023)	10% social media follower growth; maintained 2% engagement rate by reach
Marketing kits for three flagship programs	100% delivered
Specialist and intern content (2022)	60 social posts (46 as Specialist, 14 as Intern)

Measurement note: Engagement rates are calculated per platform as labeled (Facebook and Instagram by follower count, LinkedIn by impressions) and benchmarked against Rival IQ 2025 and Hootsuite 2026 nonprofit sector data.

// community management

Community is the job between posts.

Replying, moderating, and making people feel seen.

KADAKAREER

- Built and grew the community across Facebook, Instagram, LinkedIn and Discord for a youth audience
- Monitored comments, messages and mentions across 3 platforms
- Ran outreach in Facebook groups and on social profiles to grow reach
- Built the Kadaversary DP blast tool so members could take part with their own framed photos

52.2% → 100%

Facebook response rate for a professional audience

B.I.G. Charity Law Group

// credentials

Google Data Analytics Professional Certificate

Coursera, 2023

Data Science Practitioner Fellow

Analytics for a Better World Academy (Amsterdam, remote), Sep to Nov 2023

The Fundamentals of Digital Marketing

Google Digital Garage, 2022

// the workflow

From brief to results in four stages.

01 / AUDIT

Audit

I review your current channels, ad spend, audience data, and content performance. You get an honest picture of what's working and what's burning budget.

02 / STRATEGY

Strategy

Based on data, I build a channel-specific plan: content pillars, ad structure, audience targeting, and success metrics you can actually track.

03 / EXECUTION

Execution

Content, campaigns, copy, creative direction, reporting workflows. I handle the full cycle or plug into your existing team. Your call.

04 / OPTIMIZE

Optimize

Weekly and monthly analysis. Every campaign is a test. I adjust, improve, and document what we learn so results compound over time.

// the stack

Tools I work in.

SOCIAL & ADS

Meta Business Suite | Meta Ads Manager | Google Ads | Buffer | LinkedIn | Instagram | Discord | YouTube

EMAIL & CRM

Brevo | MailerLite | GoHighLevel

ANALYTICS & SEO

Google Analytics | Looker Studio | Google Colab | Google Sheets | Ahrefs

DESIGN & VIDEO

Canva | Adobe Illustrator | Figma | Adobe Premiere | CapCut

// contact

Let's talk.

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