CREATIVE VIRTUAL ASSISTANT · DESIGNER & CREATIVE OPERATOR

Salvador *"Buddy"* Relorcasa Jr.



I build the whole visual side of a project, then keep it organized behind the scenes. 15+ years turning ideas into clean, finished work, quick to learn whatever a role needs.

Legaspi, Bicol • salvadorcriberelorcasajr@gmail.com • srelorcasajr.netlify.app • linkedin.com/in/salvadorjrrelorcasa

What I do

05 CORE SERVICES

01 BRANDING	02 VIDEO	03 DOCS	04 MARKETING	05 VISUAL
Visual Identity & Branding	**Video Editing & Short-Form**	**Documents, Decks & Sheets**	**Marketing & Campaigns**	**Cover Art, Posters & Merch**
logos · brand books	reels · tiktok · shorts	decks · proposals · trackers	social ads · rollouts · pubmats	album art · gig posters · merch

A1 Selected Experience

Topserv Digital
DEC 2023 – SEP 2026

Video Editor / YouTube Manager / Trainer

- Edited video and ran the YouTube channel end to end, plus minor admin tasks.

> **TRAINING EXPERIENCE:** Trained new hires on SOPs and oversaw a 3-person creative team, building chained workflows (edit → thumbnail → shorts → upload) that balanced quality with deadlines.

Large News Company · Caribbean · Part-time
JAN – APR 2026

WordPress News Drafter / Graphic Editor

- Drafted and formatted news articles in WordPress, handling layout and publishing end to end.
- Edited news photos and produced graphics for published stories.
- Ran quality checks for accuracy and consistency before publishing.

Tools: WordPress · Photoshop · Canva

Company name withheld for confidentiality. A major news outlet in the Caribbean.

Sammy+Nat · Part-time
DEC 2023 – JUL 2025

Virtual Assistant (Graphic Designer)

- Delivered creative assets for online and print campaigns, on time on every project.
- Supported social media content, keeping brand voice and visuals consistent.

Cornerstone Marketing Solutions
AUG 2018 – DEC 2023

Graphic Designer / Web Designer / Video Editor

- Built web and social content that lifted engagement by up to 35%.
- Designed branding packages, campaigns, motion graphics and video ads for multiple clients.

Nolin BPO Services (FoodHubb)
OCT 2016 – AUG 2018

Graphic Designer / Food Photographer

- Directed product photography and editing, producing hundreds of assets that drove app adoption.
- Created visuals behind a 15% rise in customer engagement.

Earlier Experience
2011 – 2016

Graphic, layout and product-design roles across **Brushworks Advertising**, **Skylark Graphics Solutions**, **Kenneth G Ads & Printing**, **A Best Print & Cut**, and **printAcopy**. Print, signage, and product design.

B1 Toolkit

WordPress · Photoshop · Illustrator · Lightroom · Premiere Pro · Final Cut Pro · DaVinci Resolve · Canva · Figma · MS Office · Google Workspace · ClickUp · ChatGPT

…and many more. If there's a tool I don't know yet, I learn it fast.

B2 Industry Verticals

News & Media · Digital Marketing · Branding · Events · Music & Nightlife · Signage & Print · Food & Product Photo · Social & Content · Admin & Coordination

B3 Education

Digital Animation, Digital Arts
Forbes College
2009 – 2012

High School
Dominican School of Camalig
2005 – 2009

B4 Projects & Ventures

LKYDFORM
Brand System · Campaign · Event Design

A curated DJ-night series in the Bicol Region. Built the identity, a five-stage teaser campaign, and the planning decks.

> **TRAINING EXPERIENCE:** Briefed and coordinated the team across each event.

Children of the Mist Records
Creative Strategy · Event Organizer

Directed branding, music production and event campaigns, reaching 10K+ organically.

> **TRAINING EXPERIENCE:** Coached artists and collaborators through each rollout.

Eleventh Hour Clothing
Branding & Marketing

Built the identity, ran social, and designed the merch.

References

Available for remote & project-based work

Dianne Macgowan
Owner / Creative Strategist, Niche Art Bazaar
diannemacgowan@outlook.com

Engr. Steven Valenzuela
RFD-Head, Union Galvasteel Corp.
stevenvalenzuela3@gmail.com

Melvin Zamora
Freelance Data Steward, Veeva Systems Inc.
melvinzamora.0395@gmail.com

Jenica Ariane Bonaobra
Senior Data Steward, Veeva
jenicaarianeb@gmail.com