Dexter Jiunes Jr. B Pascua

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LinkedIn | Portfolio

Professional Summary

Marketing professional and freelance content creator managing social media strategy and production across three moving brands. Experienced in videography, photography, short-form video, and real estate content. Combine hands-on production with content planning, client communication, and delivery coordination.

Core Skills

Content strategy • Social media management • Videography and photography • Video editing • Content calendars • Campaign planning • Social media analytics • Client coordination

Tools: DaVinci Resolve, Adobe Lightroom, Microsoft Word, Excel, Outlook, and Trello

Professional Experience

Strategy & Content Creation Manager

Stampede Moving and Storage | Calgary, AB — Sept 2026 - Present

- Lead content strategy for Stampede Moving and Storage, Neighbours Moving and Storage, and YEG Movers across Calgary and Edmonton.
- Plan content calendars and produce promotional videos, service features, and behind-the-scenes reels for social media.
- Coordinate advertising shoots with on-camera talent and internal teams, from planning through filming and editing.

Founder & Creative Director | Freelance

Ridgemark Creative | Calgary, AB — Sept 2026 - Present

- Provide content production and social media management for Carson Harris Real Estate LTD, including filming, editing, captions, and scheduling.
- Create real estate and promotional content for Instagram, TikTok, Facebook, and YouTube, including the Harris House of Horrors series.
- Develop a growing freelance client base under my own name and Ridgemark Creative through outreach and client relationships.

Videographer / Photographer / Delivery Coordinator

Stampede Moving and Storage | Calgary, AB — Apr 2026 - Sept 2026

- Filmed, photographed, and edited moving services and team activities for social media and promotional content.
- Supported delivery coordination and communicated with customers and team members to organize daily moving operations.

Digital Media Manager

RTYD | Calgary, AB — Jan 2026 - Apr 2026

- Developed social media content strategies and calendars, producing short-form videos for Reels, TikTok, and YouTube Shorts.
- Tracked reach and engagement, tested content approaches, and coordinated production with stakeholders.

Additional Experience

Sales / Inventory Merchandiser

Northwest Acura | Calgary, AB — Dec 2025 - Feb 2026

- Managed online vehicle listings and inventory updates; photographed vehicles and edited images in Adobe Lightroom.
- Created social media content and maintained showroom and lot presentation with sales and service teams.

Detailer & Social Media Coordinator

Northwest Acura | Calgary, AB — July 2025 - Dec 2025

- Prepared vehicles for showroom display and delivery while creating photo and video content for dealership social media.

Lot Attendant & Social Media Coordinator

Northwest Acura | Calgary, AB — Sept 2024 - July 2025

- Maintained vehicle inventory, records, and lot organization; supported customer transportation and social media content.

Content Creator

YouTube | Independent — Jan 2020 - Present

- Plan, film, and edit original videos, combining visual storytelling, audio editing, and social media promotion to build an audience.

Inventory Clerk

Jollibee Crossiron | Calgary, AB — Aug 2023 - Dec 2023

- Received deliveries, rotated stock, and maintained organized storage while following food safety procedures.

Customer Service / Carts

IKEA | Calgary, AB — Jan 2023 - Apr 2023

- Assisted customers, managed carts, and supported safe, organized store operations during busy periods.

Education

Bachelor of Business Administration | Marketing

SAIT | Calgary, AB | Sept 2026 - Apr 2028 (expected)

Business Administration Diploma | Marketing

SAIT | Calgary, AB | Jan 2025 - Apr 2026

High School Diploma

Bishop McNally High School | Calgary, AB | Sept 2021 - June 2024

Certifications and Training

HubSpot: Inbound Marketing (May 2025 - June 2027); Digital Advertising (Nov 2025 - Dec 2026)

Semrush: Beginner SEO; Content Marketing Principles for Business; Social Media Marketing Crash Course; Marketing Analytics Fundamentals (May 2025)

LinkedIn Learning: Microsoft Word and Outlook (Feb 2025); Microsoft Excel (Apr 2025)

Academic Projects

Collaborated on a small-business report (Apr 2025) and team marketing campaigns for upcoming businesses (Aug and Dec 2025).