



Briggs Gabriel

Multimedia Editor / Media Buyer

Experienced Multimedia Editor & Media Buyer adept at creating high-converting ad creatives tailored for Meta platforms. Skilled in both static and video ad production, with a portfolio of 100+ creatives designed to engage and convert, especially in the U.S. MedSpa niche. Brings a strong eye for storytelling, branding, and visual appeal backed by performance-driven marketing strategies. Proficient in ad optimization, audience targeting, and creative testing. Able to manage full ad pipelines—from concept to execution—while collaborating with teams or working independently with minimal oversight.

Contact

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Email

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Address

106 Zone II, San Nicolas Norte,
Agoo , La Union

Education

2018

BS-Nursing

Don Mariano Marcos Memorial State
University - South La Union Campus
2019

Caregiving NC-II

Agoo Technical and Vocational Education
Training Center

Expertise

- Ad Creative Production
- Performance Marketing
- Visual Storytelling
- Front-End Development
- PremierePro , Capcut , Filmora
- Adobe creative cloud , Canva

Language

English

Tagalog

Experience

2025 - Present

Newly Booked I USA (Remote Job)

Multimedia Editor / Media Buyer

- Produced over 100 static and video ad creatives tailored for platforms like Facebook and Instagram
- Developed ad concepts that aligned with brand voice, customer pain points, and visual storytelling best practices
- Balanced creative execution with data-driven media buying to drive conversions and maximize ad spend efficiency
- Executed and optimized Meta ad campaigns, handling creative testing, audience segmentation, and budget allocation

2022 - 2023

Lunaria Gaming Company I Australia (Remote Job)

Software Coder

- Developed user-facing features using front-end technologies
- Collaborated with design teams to ensure visual consistency and performance
- Participated in code reviews, debugging, and testing new software features

2018 - 2023

GAIA Gaming I Australia (Remote Job)

Software Tester

- Conducted usability testing to improve user experience and gameplay flow
- Developed detailed test plans and documented test results
- Identified and reported bugs; recommended UI/UX improvements
- Wrote comprehensive QA reports to communicate findings to developers

Core Strengths

- Reliable, punctual, and self-motivated
- Strong decision-making and problem-solving skills
- Efficient in time and task management
- Collaborative team player with remote work experience

Eligibility

- Civil Service Examination - Professional Passer.

Reference

Aidyn

Team Lead, Newly Booked

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Gian Karl Quindara

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