

KHIAN OLAGUER

Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Results-driven digital marketing specialist and creative strategist with hands-on experience growing brands through short-form video, founder personal branding, and AI-assisted content systems. Combine storytelling, video editing, and data-informed campaigns to grow audiences, drive engagement, and turn viewers into customers for remote US-based founders and lean startup teams.

CORE SKILLS

Marketing Social Media Marketing, Content Strategy, SEO, Meta Ads, LinkedIn Marketing, Copywriting, Branding, Marketing Automation

Creative Video Editing, Graphic Design, Short-form Content, Storytelling, Founder Personal Branding

AI & Workflow Claude (AI automation), ChatGPT, AI Content Creation, Prompt Engineering, Notion

Tools Adobe Premiere Pro, After Effects, CapCut, Photoshop, Canva, Claude, Meta Business Suite

EXPERIENCE

Digital Marketing Specialist — Divine Solutions Innovations (DSI) · Remote 2025 — Present

- Lead digital marketing strategy and content systems for a Southern Maryland agency serving small businesses across the Eastern Seaboard, owning brand identity, social content, and SEO direction.
- Built a recurring weekly content framework (named editorial series like Monday Marketing Math and Friday Frameworks) across Instagram and YouTube, designed for save-and-share algorithm signals over vanity metrics.
- Conducted a full website and SEO audit covering E-E-A-T, internal linking, URL structure, heading hierarchy, and alt text; delivered prioritized recommendations that informed the agency's relaunch strategy.
- Developed YouTube and short-form content strategy with optimized hooks, tags, and CTAs; produced brand documentation defining mission, positioning, and key differentiators for client-facing materials.

Digital Marketer — ShedHub LLC / TeleHux LLC · Remote 2025 — Present

- Increased social media engagement by 230% through a short-form content strategy across TikTok, Instagram Reels, and YouTube Shorts.
- Built founder personal branding content across LinkedIn and Instagram while running Meta Ads aligned with the organic funnel, using AI-assisted workflows in Claude and ChatGPT that reduced production time by 40% across two parallel brands.

Graphic Designer — Freelance / Kickstart Media LLC · Remote 2024 — Present

- Produced 200+ branded visual assets across digital campaigns, social posts, thumbnails, and ad creative.
- Built consistent visual identity systems for client brands and collaborated with founders to translate brand voice into scroll-stopping design.

Video Editor — Freelance / Kickstart Media LLC · Remote 2023 — Present

- Produced 150+ edited videos for digital campaigns and founder branding, with storytelling-focused editing driving higher audience retention.
- Repurposed long-form podcasts and interviews into short-form clips optimized for each platform's algorithm.

CERTIFICATIONS & EDUCATION

Certifications — ·HubSpot Content Marketing · Meta Social Media Marketing · AI for Marketing & Content Automation

Education — BS in Entrepreneurship, Jose Maria College 2023 — 2026