

Rochel Mariah Lan R. Bautista

Virtual Executive Assistant | Digital Marketing Assistant | General Virtual Assistant

Biñan, Laguna | rochelooo6@gmail.com | 0966 459 2874

PROFESSIONAL SUMMARY

A dedicated and versatile virtual executive assistant with a strong background in customer service and digital marketing. Passionate about ensuring customer satisfaction and contributing to client success, I bring excellent communication and empathy skills to address concerns effectively. Proficient in digital marketing tools and strategies, highly organized, and adaptable to diverse tasks, I am committed to aligning my efforts with the mission and vision of companies, be they small enterprises or large corporations.

CORE COMPETENCIES

Administrative Proficiency | Strong Communication Skills | Time Management | Team Playing | Independence | Research Skills | Task Management | Project Management | Basic Bookkeeping | Customer Service | Data Entry | Basic Graphic Design Skills | Professionalism | Problem Solving | Email Marketing | Customer Relationship Management | SEO Knowledge | Meeting Needs | Growth Mindset | Social Media Analytics | Tech Savvy | Content Creation | Video Editing | Audio Mixing and Mastering

CAREER EXPERIENCE AND TRAININGS

INTENSIVE TRAINING PROGRAM, ORAZ PH - Remote, Philippines

Undergone an intensive training program for executive virtual assistants wherein various tasks were explored - 2023

- Inbox Management
- Calendar Management
- Travel Management
- Research
- Basic Bookkeeping
- Preparing meeting agendas, meeting bios, meeting notes, and meeting minutes
- International Client Handling
- AI Proficiency
- Task Management
- Project Management
- Google Suites
- Administrative Tasks

DIGITAL MARKETING ASSISTANT, THE VIRTUAL HUB – Remote, Philippines

Assisted the merchandising director in various tasks. — November 2021 - October 2023

- Created sale tags
- Adjusted and updated the company inventory using NetSuite
- Scheduled sale/promotions
- Created social media content and scheduled posts
- Placed market orders from vendors
- Created floor plan reports in excel
- Communicated with internal and external co-workers
- New product price pointing, description, tags
- Corrected stock status and balanced inventory

DIGITAL MARKETING ASSISTANT, THE VIRTUAL HUB – Remote, Philippines

Assisted the VP of marketing in various tasks.

November 2021 - October 2023

- Updated the CRM tool with information for potential investors and research partners, adding approximately 30 new contacts daily and scheduled meetings with them.
 - Created monthly newsletters for the target market, social media contents and managed all social media accounts of the company
 - Ran monthly social media metrics and created reports
 - Communicated with potential investors and partner researchers through email
 - Managed the client's inbox and calendar
 - One-off tasks
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SENIOR KEY ACCOUNT COORDINATOR, TELEPERFORMANCE PH – BGC, Taguig City

Skillfully addressed and resolved intricate escalations originating from the corporate team, showcasing problem-solving abilities and ensuring comprehensive issue resolution.

December 2019 - October 2021

- Resolved complex escalations being raised from the corporate team by analyzing the problem critically and having careful and reliable decision-making skills
 - Maintained good relationship with the corporate customers by making sure their concern is resolved, and if impossible, by providing options and suggestions
 - Scrubbed at least 150-250 tickets per day
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CORPORATE TEAM OFFICER, TELEPERFORMANCE PH – BGC, Taguig City

Expertly coordinated with over 100 corporate partners, effectively addressing and resolving parcel-related issues to ensure seamless collaboration and satisfaction.

June 2019 - December 2019

- Resolved complex escalations being raised from the corporate team by analyzing the problem critically and having careful and reliable decision-making skills
 - Handled escalations with integrity and maintain good relationships with the corporate customers
 - Scrubbed at least 150-250 tickets per day
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RESOLUTIONS TEAM OFFICER, TELEPERFORMANCE PH – BGC, Taguig City

Successfully managed and resolved escalated customer tickets, addressing one-off issues related to parcel concerns, including non-delivery and missing items, with a focus on achieving swift and satisfactory resolutions.

April 2019 - May 2019

- Resolved serious escalations being raised from the customer service team.
 - Coordinated with the drivers and managers from Australia
 - Scrubbed at least 200-300 tickets per day
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CUSTOMER SERVICE REPRESENTATIVE, TELEPERFORMANCE PH – BGC, Taguig City

Effectively managed and de-escalated challenging customer calls, demonstrating composure and professionalism in addressing their concerns.

October 2018 - March 2019

- Effectively communicated with international customers, facilitating the booking of pickups, providing parcel status updates, and addressing various shipping concerns with a commitment to exceptional service; built and nurtured successful customer relationships through proactive engagement and tailored support.

EDUCATION & PROFESSIONAL DEVELOPMENT

Accountancy, Business and Management (ABM)
University of Perpetual Help JONELTA Campus

2021

Bachelor of Music in Popular Music
Philippine Women's University

2023

TECHNICAL SKILLS

Microsoft Office (Word, Excel, PowerPoint, Outlook, etc.) | Google Suites (Slides, Docs, Sheets, Meet, Analytics, Calendar, etc.) | HubSpot | Asana | Trello | Netsuite | Canva | Wordpress | Meta Applications (Instagram and Facebook) | LinkedIn | ChatGPT | Humanloop | Quickbooks | Fathom | Otter.ai | LastPass | OnePassword | Descript | ecUtopia | FL Studio | Flat IO | CapCut | Tiktok Business | Zoho | Zendesk | Basic Shopify | Slack | Skype | Zoom