

WILLIESAH

GENERAL ADMINISTRATIVE ASSISTANT | SOCIAL MEDIA MANAGER | EXECUTIVE ASSISTANT



PROFILE

Experienced executive assistant skilled in scheduling, email, and document management. Provides top-notch customer service through phone, email, and chat. Adept at building efficient teams, fostering collaborations, and excelling in arts, content writing, graphic design, and social media platforms. Committed to excellence in all aspects.

EMPLOYMENT HISTORY

Digital Marketing Assistant, Helpers Studio, Toronto Canada (Part-time)

SEPTEMBER 2024 - DECEMBER 2024

- Write and edit content for blogs, social media, email campaigns, and websites. Design and schedule social media posts across platforms like Instagram, Facebook, and LinkedIn.
- Draft, format, and schedule email campaigns and newsletters. Update website content, including blog posts, landing pages, and banners. Stay up-to-date with digital marketing trends and tools.
- Manage calendars and schedules for marketing projects and meetings. Support the team with general administrative tasks as needed.

Social Media Manager/Graphic Designer (Part-time)

APRIL 2023 - JULY 2024



- Develop and implement social media strategies. Create engaging content and schedule posts.
- Design visually appealing graphics for various platforms. Edit and enhance images for digital and print materials.
- Design and build responsive and visually appealing websites. Manage website content and implement SEO best practices.
- Brainstorm and develop creative concepts and design ideas that align with the goals and content of the journal.
- Create visually appealing layouts for the journal, considering the overall structure, flow, and hierarchy of content.
- Design and arrange text, images, and other visual elements in a way that enhances readability and aesthetics.
- Ensure consistency in design elements throughout the journal, such as fonts, colors, and styles.
- Develop and implement a comprehensive social media strategy aligned with the overall marketing and business goals.
- Create engaging and relevant content for various social media platforms.
- Curate and share content from other sources that align with the brand's identity and interests its audience.
- Manage and oversee social media accounts on platforms such as Facebook, Instagram, Twitter, LinkedIn, and others.
- Monitor social media metrics and analytics to evaluate the performance of social media campaigns.
- Provide regular reports and insights to demonstrate the impact of social media efforts on business objectives.

Social Media Manager, Dr Veerle Van Tricht Holistic Life Coach (Part time)

OCTOBER 2022 - AUGUST 2023

Dr Veerle Van Tricht
Burnout Expert



- Monitor social media channels for brand mentions and industry trends.
- Use social listening tools to gather insights and feedback for continuous improvement.
- Stay up-to-date with social media trends, algorithm changes, and emerging platforms.
- Manage and oversee social media accounts on platforms such as Facebook, Instagram, Twitter, LinkedIn, and others.
- Maintain a consistent brand voice and visual identity across all social media platforms.

Executive Assistant, Destiny's Designs(Full time)

JANUARY 2023 - AUGUST 2023



- Scheduling and managing appointments, meetings, and events for executives.. Monitoring, organizing, and responding to emails on behalf of executives. Preparing agendas, taking minutes, and ensuring follow-up on action items. Creating, editing, and proofreading reports, presentations, and other documents.
- Acting as a point of contact between executives and internal/external team. Managing sensitive information with discretion and confidentiality. Assisting with project planning, coordination, and execution.. Conducting research and providing summaries or detailed reports on various topics.
- Providing personal support to executives as needed, such as handling personal appointments or errands. Organizing company events, meetings, and conferences. Building and maintaining relationships with clients, partners, and team members

General Administrative Assistant, Local Digital Biz Solution, Las Vegas Nevada (Full time)

MARCH 2022 - APRIL 2023



- a Local Marketing Agency that helps businesses with Reputation Marketing, social media, Create Marketing Strategy, Design Client Attracting Content, Develop A Funnel for Leads
- Arrange meetings and appointments and provide reminders. Answer emails and phone calls from customers. Create content to post on the company's social media channels. Conduct online research to find address and contact details for a given list of companies. Prepare presentations according to instructions given.
- Upload videos, and graphics, keep the account up-to-date & manage reviews. Database building (eg. updating email or contact lists on CRM). Develop & execute marketing campaigns based on business objectives.
- Manage the contact database & assist with lead generation activities. Create reports on progress, review performance reports, and analyze weak points of marketing campaigns. Following up with clients/customers (sending thank you and other reminder emails)

Recruitment Assistant at Shift 2 Agile (Part time)

MARCH 2022 - MARCH 2023



- A strategic vendor partner that provides clients the best strategy, process & people talent to power successful organizational Agile transformation goals. We help find the right people to augment, coach & train client teams to execute impact trans-formative strategies.
- Performing recruitment duties such as scheduling interviews, updating the calendar, accordingly, answering phone calls, and monitoring emails. Screening candidates by performing background checks and verifying their qualifications and experience.
- Assisting successful candidates with the on boarding process, including preparing documents and coordinating orientation agendas. Create website content in GoDaddy

Social Media Manager/Virtual Assistant, Singapore Living, Singapore (Full time)

APRIL 2022 - NOVEMBER 2022



- A realtor located in Singapore who optimizes property portfolio. Selling solutions, not promises.
- Social Media Matters ; Knowledgeable on running Ads, Posting/Scheduling Contents, Copywriting (Organic/ Inorganic Ads) . Knowledgeable on Canva Templates and Designing. Email Blasting Matters / Email Marketing.
- Video Editing Matters ; Knowledgeable on Capcut. Book Keeping Matters ; Have experienced in Quick Books. Website Creation Matters ; Familiar with Wix and Wordpress ; Creating blog posts on Funnel Pages . Booking Appointments Matters ; Scheduling Viewing and Liaising with the Agents/Clients. Property Listings Matters ; Familiar with Property Listings on different Property Portals (Propertyguru, 99.co, Edgeprop, SRX, Iproperty etc. Basic Document Filing Matters ; Familiar with Filing Documents.

Lead Generation Specialist, Qwest BPO Inc, Cebu City Philippines (Full time)

AUGUST 2021 - DECEMBER 2021



- A call center company that provides customer service, technical support, billing and collection, and healthcare support to the customers or clients.
- Follow up on leads and conduct research to identify potential prospects. Support sales team to improve performance, control and maintenance of their leads. Build and cultivate prospect relationships by initiating communications and conducting follow-up communications in order to move opportunities through the sales funnel.
- I become the top agent for outbound and inbound calls and achieve the quota of transferring potential leads.

Online Media Specialist/Recruitment Assistant, Bukid9 Corporation, Valencia City PH(FT)

NOVEMBER 2020 - JULY 2021



- a local company of Internet Service Provider/Globe Territory Distributor/Globe Sales Partner
- Posting Facebook ads with a scheduled content calendar using Facebook Business Suite. Engagement with the customer reviews and assist the customer with their orders. Scheduling calls and interviews, maintaining candidate database. Using Microsoft Excel or Spreadsheet for Reports and database.
- Researching online for market trends and influences on network with. Data entry and database management. Manage emails and responding to inquiries and escalating potential customers.

Customer Service Representative, Wipro Ltd Inc., Cebu City Philippines (Full time)

OCTOBER 2019 - OCTOBER 2020



- A leading technology services and consulting company focused on building innovative solutions that address clients' most complex digital transformation needs.
- Leveraging our holistic portfolio of capabilities in consulting, design, engineering, and operations, we help clients realize their boldest ambitions and build future-ready, sustainable businesses.
- Maintaining a positive, empathetic, and professional attitude toward customers at all times. Responding promptly to customer inquiries.
- Acknowledging and resolving customer complaints. Processing orders, forms, applications, and requests.

Sales Associate, Samsung Electronics, Cagayan de Oro City Philippines (Full time)

JUNE 2018 - SEPTEMBER 2019

SAMSUNG

- Samsung specializes in producing a wide variety of consumer and industry electronics, including appliances.
- Increase in-store sales and provide outstanding customer service.
- Answering questions and assisting customers. Offering assistance, suggesting items, lending opinions, and providing product information.
- Helping customers find specific products or showing them how to use them. Highlighting promotions and responding to customer inquiries. Managing inventory, carrying out transactions, and guiding customers through the buying process.

Executive Administrative Assistant, Vitahway International Philippines, Valencia City PH (Full time)

JANUARY 2017 - JANUARY 2018

- A local company that provides food supplements to clients or customers.
- Handle office schedules, organize files, and perform essential tasks. Clerical tasks to ensure the staff can communicate and work efficiently.
- Answered phone calls, distribute emails, and prepared documents for meeting presentations.
- Managing calendar events and following up with clients and customers. Scheduling appointments with the clients.

Marketing Specialist/Lead Generation at Human Insight Services | FaceReader Online (PT)

JANUARY 2022 - JUNE 2023



- Creating images and layouts by hand or using design software. Conceptualize visuals based on requirements. Develop illustrations, logos and other designs using software or by hand. Use the appropriate colors and layouts for each graphic. Ensure final graphics and layouts are visually appealing and on-brand.

Appointment Setter/Social Media Marketing, Dialbox Solution, Melbourne Australia ((Full time)

JULY 2021 - OCTOBER 2021



- A prime Business Processing outsourcing company, that aims to provide custom-fit & sustainable end-to-end outsourcing solutions for the business. And deliver long-term strategic solutions to specific business challenges.
- Contributes to marketing strategy by leveraging social media to identify and acquire customers. Maintains online relations with customers by organizing and developing specific customer-relations programs.
- Create editorial calendars and syndication schedules.
- Set up and optimize company pages within each platform to increase the visibility of the company's social content. Calling prospective clients using a list of phone numbers provided.

General Virtual Assistant, KW Realty, California Alpine (Part time)

APRIL 2021 - JUNE 2021



- To help clients with all their Real Estate needs from buying to selling, and everything in between.
- Update the company website and social media accounts. Organizing the clients' files, answering emails, arranging meetings and travel plans, and helping to create presentation materials. Using Kajabi landing page and Brivity CRM for potential clients.

Social Media Manager, Forward March Coaching, Brooklyn New York (Part time)

DECEMBER 2021 - APRIL 2022



- A company that provides digital marketing and strategies to help business owners and entrepreneurs.
- Perform research on current benchmark trends and audience preferences.
- Design and implement social media strategy to align with business goals. Generate, edit, publish and share engaging content daily (e.g., original text, photos, videos and news).
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews.
- Oversee social media accounts' design (e.g., Facebook timeline cover, profile pictures and blog layout). Monitor SEO and web traffic metrics.

Amazon Product Researcher at Soap Distillery (Part time)

JANUARY 2018 - JUNE 2018



- Search, analyze, and evaluate online suppliers and their product categories/product range, in line with the company's profit and sales targets as well as budget. Consider various criteria in searching and choosing products, including competitor data, sales data, market/consumer trends, buying behavior, associated risks, and overall business environment.
- Track and analyze trends on products consumption. And Other related tasks in support of business operations.

Graphic Designer at R&J Online Printing Shop (Part time)

JANUARY 2018 - JUNE 2018



- Creating images and layouts by hand or using design software. Conceptualize visuals based on requirements.
- Develop illustrations, logos and other designs using software or by hand.
- Use the appropriate colors and layouts for each graphic. Ensure final graphics and layouts are visually appealing and on-brand.

EDUCATION

Information Technology, STI College

JUNE 2011 - MAY 2013

- STI steps up to bridge this gap by introducing the Enrollment to Employment or E2E System. The E2E System is a complete approach to human resource development, which aims to develop ICT-enabled professionals through innovative learning and career planning methodologies.

Secondary Level, Valencia National High School

JUNE 2006 - MARCH 2010

TRAININGS

Social Media Marketing and Management

MARCH 2019

Graphic Designer

OCTOBER 2019

Copy Writing

MARCH 2019

Basic Bookkeeping Quickbooks and Xero

MARCH 2019

Basic Photoshop and Adobe After Effects

MARCH 2019

Product Research

DECEMBER 2019

Facebook Business Management

DECEMBER 2019

Advance Basic Computer Training

DECEMBER 2011

Business Letter and Client Complaint Training

OCTOBER 2021

Amazon Researcher

DECEMBER 2017

Basic Video Editing Adobe Premier Pro

JANUARY 2021

Shopify E-commerce

MARCH 2021

Wix, GoDaddy, WordPress Website Creation

MARCH 2019

Basic Photoshop and Adobe After Effects

MARCH 2013

Customer Service Assistance Phone Handling

OCTOBER 2019

Facebook Page Management

DECEMBER 2017

Basic Facebook Ads

DECEMBER 2019

TOOLS / SOFTWARE

- Trello, Monday.com, Asana, Basecamp, ClickUp
- Calltools
- Canva
- Buffer, Radaar.ai, SocialBee, Hootsuite
- Google Calendar, Google Workspace
- Calendly
- Google sheets, Gdrive
- Microsoft Office
- Skype, WhatsApp, Telegram, Slack
- MS Teams, Zoom
- Docusign, SignRequest
- Capcut, Adobe Premier Pro
- Flodesk, Mailchimp
- ChatGPT
- Fellow
- Honeybook
- Freshworks CRM, Keap CRM
- WordPress, Kajabi, Wix, Zendesk, Gohighlevel