



CHRIS MARIETHAR R. ARDON

General Virtual Assistant

OBJECTIVE

As a General Virtual Assistant with three years of experience in social media management, I specialize in elevating brand presence by curating stunning content, engaging affluent audiences, and driving awareness. Proficient in managing platforms like Instagram, Pinterest, and Facebook, I showcase the importance of my client's businesses through professional posts, stories, and ads. I also conduct audience research, analyze trends and metrics, and implement strategies to boost engagement and sales while maintaining a consistent, sophisticated brand identity.

SKILLS

Social Media Management and Marketing:

Skilled in developing and executing content strategies across platforms such as Facebook, Instagram, TikTok, and YouTube to increase engagement and brand visibility. Experienced in audience research, analytics, and running paid ad campaigns.

Graphic Design: Proficient in creating visually appealing designs for social media, branding, and promotional materials using tools like Canva and Adobe Photoshop.

Video Editing: Expertise in producing high-quality video content, including reels, promotional videos, and tutorials, to enhance audience engagement and storytelling.

Website Building: Experienced in developing and managing websites using platforms such as WordPress, Wix, Squarespace, and ClickFunnels, focusing on functionality, aesthetics, and user experience.

Email Marketing: Skilled in designing and executing email campaigns, creating newsletters, and optimizing for high open and click-through rates using tools like Mailchimp and ActiveCampaign.

Administrative Support: Strong background in administrative tasks, including scheduling, client communication, data entry, and maintaining organized workflows to ensure smooth operations.

Communication Skills: Excellent written and verbal communication abilities, ensuring effective collaboration with clients and team members, and delivering results aligned with business goals.

EXPERIENCES & TRAININGS

First Client – Life Coach (January 2021 – June 2022) Full Time

- Website Building and Designing
- Social Media Management and Marketing
- Graphic Designing
- Video Editing
- Email Handling
- Customer Support

Second Client – Life Coach (June 2022 – November 2022) Full Time

- Website Building and Designing
- Social Media Management
- Graphic Designing
- Video Editing
- Email Management

Third Client – Relationship Coach (January 2023 - June 2023) Part Time

- Website Building and Designing
- Social Media Management and Marketing
- Graphic Designing
- Video Editing
- Email Management

Fourth Client – Engineer (February 2023 - January 2024) Part Time

- Website Building and Designing
- Social Media Management and Marketing
- Graphic Designing
- Video Editing
- Email Management

Fifth Client and Sixth Client – Journalist (November 2022 - February 2025) Part Time

- Publishing and managing blogs, events, and directory listings on websites.
- Ensuring content accuracy, consistency, and alignment with brand guidelines.
- Managing multiple social media accounts

Seventh Client - Gym Coach (October 2024 - March 2025) Part Time

- Website Building and Designing
- Social Media Management and Marketing
- Graphic Designing
- Video Editing
- Email Management and Newsletters

Eighth Client - Affiliate Marketing (June 2024 - January 2025) Part Time

- Affiliate Chasing
- Use of Impact and Modash Tool
- Email Newsletters and Marketing
- Reporting

TOOLS USED

Graphic Designing

- Canva
- Adobe Photoshop
- Adobe Lightroom
- Adobe Illustrator

Video Editing

- VLLO
- Capcut
- iMovie

Social Media

- Facebook
- Instagram
- TikTok
- Meta Business

Scheduling Apps

- Calendly
- Acuity
- Google Calendar
- Outlook
- Vagaro

Social Media Scheduling Apps

- Meta Business
- Canva
- Hootsuite
- HubSpot
- Sked Social

Website Building Tools

- Wordpress
- Clickfunnels
- GoDaddy
- Wix
- Squarespace
- Weebly
- FG Funnels

Email Marketing

- Brevo
- Hubspot
- ConstantContact
- Sendinblue
- Keap/Infusionsoft

Storage Tool

- Google Drive
- Dropbox
- iCloud

Project Management Tools

- Asana
- Trello
- Basecamp
- Monday.com
- Notion

Affiliates

- Modash
- Impact
- Lark