



KEESHA KATRINA

**PROFESSIONAL VIRTUAL ASSISTANT
(JILL OF ALL TRADES)**

ABOUT ME

I believe that a deep understanding of a client's needs is what makes the work as great as it can be.

2 years of experience in working in the B.P.O. Industry (office-based)

6 years of experience in working home-based wearing multiple hats.

SKILLS

ADMINISTRATIVE TASKS

- Excellent English speaking & writing skills
- Computer Literate
- Fast Learner & Worker
- Self-Starter
- Extremely Organized
- Good Researcher & Investigator
- Resourceful, Thinks outside of the box & not afraid to go on an extra mile
- Mastery of Microsoft Office, Google Tools, Google Adwords, Google Analytics, Dropbox, & Google Drive
- Mastery of task management software such as Trello, ASANA, Clickup & Monday

SOCIAL MEDIA

- Strategy & Content Creation
- Influencer Marketing
- Social Media Analytics
- Later, Tailwind, Ads

PHOTO EDITING & GRAPHICS MAKING

- Adobe Photoshop
- Adobe Lightroom
- Canva

MINOR VIDEO & SOUNDS EDITING

- Adobe Premiere Elements
- Filmora
- Audacity

WEBSITE ENHANCING & EDITING

- WordPress
- New Kajabi
- Thinkific
- Squarespace
- Shopify
- Wix

PERSONAL ASSISTANT

- Extremely organized person
- Organizing & scheduling your calendar
- Can communicate with other people with perfect English, positivity & confidence to represent you
- Proofreading
- Translating documents to Tagalog & vice versa

PRODUCT SOURCING

- Sourcing for profitable items/products
- Title builder mastery

CUSTOMER SUPPORT

- Builds good client, co-worker & customer rapport
- Excellent in handling live chats as well as inbound & outbound calls
- Freshdesk Mastery

MARKETING

- Problem-solving skills are unmatched that I can see things that are needed to get fixed or to be improved in a company that other people are not seeing before making the company more profitable
- Excellent in making planners, tracking sheets, reports & plans
- Creating an excellent & organized digital marketing system & strategy (starting from website enhancement, SEO, content marketing, newsletter, funnel making, social media up to running ads) then execute it perfectly.
- Hubspot, SEO Samba & Semrush

PERSONAL INFO

Address: [REDACTED]
Salaban, [REDACTED]
Birthday: [REDACTED]
Height: [REDACTED]
Weight: [REDACTED]
Civil Stat: [REDACTED]
Birthplace: [REDACTED]

CONTACT

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

ACHIEVEMENTS

CONSISTENTMONTHLY AWARDS FOR FINISHING MOST # OF CASES

During my time as a **Senior Customer Support Representative** in [REDACTED], I gained consistent monthly awards for finishing the most number of cases.

EXCEEDED ADVERTISING MONTHLY SALES QUOTA

I handled a managerial role being an **Advertising Manager** for an online magazine company based in the US, during my term there, exceeded the monthly advertising sales profit quota.

BOOSTED SALES OF A DROPSHIPPING BABY CLOTHING STORE

I've been a **Social Media Manager** at baby clothing dropshipping store in the US, we gained lots of profits using my original strategies.

EFFECTIVE DIGITAL MARKETING MANAGER

At a Software Expertise & Accounting Company based in Australia in which I had no background in, I started as a Social Media Manager. I told them what's wrong in their strategies and wrote the strategy for them to use so when they implemented the first step from my Digital Marketing Strategy which was Website Enhancement using the website details I wrote, from 0 they gained 7 leads which kept on going up that they rehired me again as a **Marketing Manager** giving a way for me to complete the whole digital marketing strategy plan and to have everything organized in their company.

At a Franchise Payroll Company based in the US, as a **Marketing Manager**, I wrote and implemented the full marketing strategy which led the office to gain maximum results that my boss won a franchise award and gained a lot of clients. Then when the other franchise offices asked him about his secret? He recommended me and they hired me too. I worked for a couple of Payroll franchise offices and implemented effective marketing strategies there.

WORK EXPERIENCES

March2014-January2016 (Office-based)

[REDACTED] 3/25/2014 – 8/5/2014
[REDACTED] MOA, Two E-com Pasay City 9/8/14-1/1/2016

January 2016 - Feb 2023 (Home-based)

[REDACTED] /Social Media & Amazon Specialist /Homebound/ 1/1/2016-3/2/2016
[REDACTED] School Admin / Homebound/ 3/19/2016 – 7/4/16
[REDACTED] /Product and Supplier Finder/ Homebound/ 4/1/16-5/5/16
[REDACTED] Keyword Optimizer & Ebay Product Lister/ Homebound/ 5/16/2016-6/5/2016
[REDACTED] / Keyword & Title Optimizer / Homebound/ 6/2/2016-7/11/2016
[REDACTED] / HR Recruitment Specialist/ Homebound/ 6/22/2016-11/6/2016
[REDACTED] /Social Media Manager/ Homebound/ 5/4/2016-7/11/2016
[REDACTED] Virtual Assistant and Advertising Manager/ 7/25/2016-2/27/2018
[REDACTED] / Part Time Video & Website Editor/ 2/27/2018-11/1/2018
[REDACTED] / Social Media Manager/ 1/1/2019 – 12/31/2019
[REDACTED] / Virtual Assistant and Marketing Manager/ 8/20/2019-6/30/2020
[REDACTED] / Marketing Manager & 5D Growth Specialist/ 8/22/2022-11/20/2022
[REDACTED] / Marketing Manager/ 7/22/2020-2/1/2023

OBJECTIVE

To be a key market player in the field of virtual assistance, providing long-term strategic solutions to clients in achieving their company goals

2 years of experience in working in the B.P.O. Industry (office-based)

6 years of experience in working home-based wearing multiple hats.

CHARACTER REFERENCES

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[REDACTED]
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