



Marlen Garcia

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Profile

Skilled Web Designer and Creative VA with a strong background in service-based business environments. Works well independently to handle assignments and is always ready to go beyond basic assignments. Quick learner with good computer abilities.

Professional Experience

01/2022 – present
Philippines

Freelance Web Designer and Creative VA, Self-Employed

Responsible for designing the layout, visual elements, and usability of a website for small and medium service-based businesses using WordPress. Also responsible for creating social media images and other graphic collaterals for clients using Canva and Photoshop.

06/2021 – 11/2021
Tarlac, Philippines

Technical Support Representative, SITEL - Tarlac

Assisting clients with their printers and scanners issues and providing the best solution to resolve the issue.

09/2020 – 01/2021
Tarlac, Philippines

Customer Service Representative, SITEL - Tarlac

Take customer calls and complete service orders. Understand customer needs and recommend appropriate products and rate plans. Develop innovative ways to sell telco products and services to customers. Handle customer requests for payments, activations, upgrades, and other services.

01/2020 – 09/2020
Mandaluyong City,
Philippines

Travel Associate, IGT Solutions

Sells and coordinates transportation, accommodations, insurance, tours, and activities. Advises clients regarding destinations, cultures, customs, weather, and activities.

04/2019 – 12/2019
Quezon City,
Philippines

CTO, Web & Graphics Designer, and SMM,

KeepSmart Consultancy Solutions Inc.

Creating and deploying new features for the company website. Updating and maintaining the CMS and plugins deployed for security reasons. Managing all technical aspects of the CMS and ensuring good performance and availability. Creating graphics, banners, advertising, email templates, and landing pages as part of the company's digital marketing strategy to generate more leads that can be prospective clients interested in the company's services.

02/2018 – 03/2019
Pasig City, Philippines

Lending Support Officer, Alliance Service Center - Mortgage EZY
Assisting and supporting the lending team and potential clients with their financing needs. Responsibilities include maintaining and tracking the loan pipeline, doing employment verifications for loan applications, processing valuation bookings for the property via Valex, reviewing and preparing necessary loan documentation for approval and timely follow-up, and ensuring effective communication between clients and staff.

Projects

WordPress Website Redesign, KeepSmart Consultancy Solution Inc.

Redesigned a WordPress website using WordPress for a tax consultancy firm emphasizing company details and services.

LMS Website Creation using WordPress, KeepSmart Consultancy Solution Inc.

Created a learning portal using WordPress for a tax consultancy firm as a complementary for their services

SaaS Website, KeepSmart Consultancy Solution Inc.

Build a SaaS Website using WordPress for a tax consultancy firm as a complementary for their accounting and bookkeeping services

Shopify Website Redesign, Philippine-based Aesthetician Machine Supplier and Training Center

Redesigned a Shopify website with an installed premium theme (Pipeline theme) to make it fully functional, aesthetically pleasing, and according to the client's brand.

Social Media Management, Philippine-based Multi-business Corporation

Created social media content and managed the client's Facebook Pages for 4 months.

Skills

Customer and Technical Support

*Product knowledge
Customer service
Problem resolution
CRM software
Client communication
Member account management
Call center procedures*

Other Relevant Skills

*Appointment scheduling
Prospect management
Verbal and written communication
Customer engagement
Sales support
Teamwork*

Virtual Assistance

*Manage correspondence
Clerical support
Analytical thinking
Task Prioritization*

Technical Skills

*WordPress Web Design
Elementor, Woocommerce, and Shopify
Plugin Integration and Management
Website Management and Maintenance*

Education

2014 – 2016
Quezon City,
Philippines

Associate Degree of Information Technology, *STI College - Fairview*

2012 – 2013
Manila, Philippines

BS Biology - Undergraduate, *University of the East - Manila*

2008 – 2012
Quezon City,
Philippines

Secondary - High School, *Don Alejandro Roces Sr. Sci-Tech High School*

Declaration

I hereby declare that all the information contained in this resume is in accordance with facts or truths to my knowledge. I take full responsibility for the correctness of the said information.


Marlen Palayad-Garcia

Marlen P. Garcia