Marlen Garcia

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🪪 Profile

Results-oriented Virtual Assistant offering a blend of strategic thinking and operational excellence. Proven success in expanding client base and driving business growth by delivering exceptional virtual assistance and email support. Helped service-based business owners manage their most important assets: time, money and information.

💼 Professional Experience

10/2022 – 06/2024
Canada

Credit Repair Virtual Assistant, *Kenny Johnson University* ⧉

- *Optimized operational processes by 30% through streamlined workflows resulting in increased efficiency and improved client turnaround times.*
- *Expanded client base by an impressive 1400%, implementing exceptional customer service to drive retention.*
- *Successfully led a virtual assistant team, fostering a collaborative environment*
- *Developed and executed a comprehensive digital marketing strategy, resulting in increase in website traffic and lead generation*
- *Established efficient document management systems, ensuring accurate and timely document delivery to clients.*

02/2022 – 10/2023
Makati City, Philippines

Social Media Manager, Website Content Creator and Shopify Web Designer, *Beauty Trend Center* ⧉

- *Boosted brand visibility and engagement through strategic social media management, including content creation*
- *Revamped Shopify website, resulting in an increase in conversion rates and improved user experience.*
- *Produced high-quality, engaging content that aligned with brand messaging and target audience, contributing to increased brand awareness*

06/2021 – 11/2021
Tarlac, Philippines

Technical Support Representative (IPG Account), *SITEL - Tarlac*

- *Provided exceptional technical support, resolving 10 customer issues per day with an 80% first-call resolution rate.*
- *Achieved consistent sales targets by effectively upselling printers and services*
- *Built strong customer relationships through empathetic communication and proactive problem-solving, resulting in increased customer satisfaction and loyalty.*

09/2020 – 01/2021
Tarlac, Philippines

Customer Service Representative (US Telco), *SITEL - Tarlac*

- *Efficiently managed 30 customer calls per day, accurately processing payments and resolving customer inquiries*

- *Demonstrated strong product knowledge to effectively recommend suitable products and rate plans, resulting in upgrades*
- *Built lasting customer relationships through exceptional service, resulting in increased customer loyalty and repeat business.*

01/2020 – 09/2020
Mandaluyong City, Philippines

Travel Associate, *IGT Solutions*

- *Provided comprehensive travel solutions, including options to cancel flights and refunds due to the surge of Covid-19 pandemic, delivering exceptional customer experiences and exceeding client expectations.*
- *Delivered outstanding customer support by resolving inquiries promptly and offering tailored travel recommendations, resulting in increased customer loyalty*
- *Maintained accurate booking records and ensured compliance with travel regulations, minimizing errors and customer inconvenience.*

04/2019 – 12/2019
Quezon City, Philippines

CTO, Web & Graphics Designer, and SMM,
KeepSmart Consultancy Solutions Inc.

- *Led the development and deployment of 3 websites, utilizing Wordpress and Elementor, to enhance client online presence and drive business growth.*
- *Created visually compelling graphics and marketing materials, resulting in an increase in engagement and lead generation.*
- *Implemented social media management strategies, leading to an increase of brand awareness*

02/2018 – 03/2019
Pasig City, Philippines

Lending Support Officer, *Alliance Service Center - Mortgage EZY*

- *Provided essential support to the lending team by doing employment verifications, improving team efficiency by 20%*
- *Effectively coordinated property valuations, reducing turnaround time by 5% and minimizing delays.*
- *Prepared accurate and complete loan documentation, meeting quality standards and contributing to reduced loan rejection rates*

🗀 Projects

Business Website, *Kenny Johnson University* ⊠
Created a fully functional company website for a leading credit repair company in Canada

Japanese PBN - Kinokuni Bunkasai JP, *Cornvinus Trading LTD* ⊠
Restored Japanese PBN (Private Blog Network) websites that were previously part of a network used for SEO purposes.

Japanese PBN - Lars JP, *Cornvinus Trading LTD* ⊠
Restored Japanese PBN (Private Blog Network) websites that were previously part of a network used for SEO purposes.

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.

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

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

WordPress Website Redesign, *KeepSmart Consultancy Solution Inc.* ↗
Redesigned a WordPress website using WordPress for a tax consultancy firm emphasizing company details and services.

🧠 Skills

Customer and Technical Support
Product Knowledge
Customer Service
Email Support
Problem Resolution
Client Retention
CRM Management
Client Communication
Member Account Management
Call Handling Procedures

Virtual Assistance
Task Prioritization
Document Creation and Management
Administrative Assistance
Project and Process Management
Website Content Creation
Calendar Management
Social Media Management
Verbal and Written Communication
Team Management
Appointment Setting
Lead Generation, Nurturing, and Management

Technical Skills
WordPress Web Design
Elementor-based Web Designe
Woocommerce
Shopify Template Customization
Wordpress Plugin Integration and Management
Website Management and Maintenance
Basic Video Editing
Graphic Design

🔧 Tools I'm Proficient At

Admin/Customer Support — *Trello* | *Calendly* | *Tidycal* | *Airtable* | *Buffer* | *Parsehub*

Office Suite — *Microsoft Office 365 (Word, Excel, Powerpoint, Outlook, Onedrive, MS Teams)* | *Google Suite (Docs, Sheets, Gmail, Google Drive, Forms)*

Design (Web and Graphic) — *Wordpress* | *Shopify* | *Elementor* | *Canva* | *Adobe Photoshop* | *Adobe Lightroom* | *Affinity Suite (Photo, Design, and Publisher)* | *Procreate* | *Hostinger* | *Bluehost*

Video Editing — *Capcut* | *Hitfilm Express*

Credit Repair — *Credit Repair Cloud* | *Equifax* | *Transunion* | *Credit Karma* | *ClearScore* | *Borrowell* | *SmartCredit* | *Credit Hero*

CRMs — *Hubspot* | *Credit Repair Cloud* | *Indy* | *Bonsai CRM*

Digital Marketing — *Convertkit* | *Yoast SEO* | *Rank Math* | *Systeme.io* ↗ | *Thinkific* | *Teachable*

Productivity — *Clockify* | *Apploye* | *Traqq* | *Timecamp*

Operating Systems — *Windows OS* | *Mac OS*

🎓 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