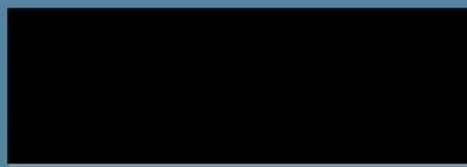


Angelica



Project Coordinator / Executive Assistant

Why Consider Me?

With over 5 years of experience, I excel in crafting compelling content for TikTok, YouTube, Facebook, and Instagram, driving engagement and results. My expertise spans email coordination, e-commerce listings, graphic/video editing, and social media management, maintaining over 300 profiles with impactful campaigns.

As an Executive Assistant, I streamline operations by managing schedules, coordinating meetings, and handling professional communication. I'm skilled in preparing documentation, maintaining organized systems, and performing financial tasks like expense management and budget assistance.

I deliver data-driven optimizations, implement innovative strategies, and prioritize client satisfaction through seamless execution and measurable results.

Work Experience

██████████ Senior Support Specialist- (Project base) September 2024 - December 2, 2024

Role Overview:

As a Senior Support Specialist ██████████ I played a key role in providing exceptional customer service and operational support to ensure seamless experiences for clients and team members. This position required a deep understanding of real estate technology, proactive problem-solving, and a client-focused approach to enhance satisfaction and efficiency.

Key Responsibilities:

- Delivered world-class support to clients and team members by promptly addressing inquiries, troubleshooting issues, and offering tailored solutions.
- Managed and optimized CRM systems, ensuring data accuracy and streamlining processes for improved productivity.
- Coordinated and scheduled meetings, tasks, and workflows for the leadership team, ensuring priorities were met on time.
- Monitored client accounts and transactions to address any discrepancies or inefficiencies proactively.
- Provided onboarding and training for new agents and clients, ensuring a smooth transition into the ██████████ ecosystem.
- Collaborated with the tech team to report and resolve platform bugs or enhancements, improving the overall user experience.
- Analyzed performance metrics to identify trends and opportunities for operational improvement.
- Created support resources, such as FAQs, guides, and tutorial videos, to empower users and reduce response times.
- Assisted in marketing initiatives by providing feedback on campaigns, contributing to client communications, and supporting social media strategies.

Key Achievements:

- Supported the launch of new features by collaborating across departments and providing thorough user training materials.

Skills and Tools Used:

- CRM and project management tools like HubSpot, Slack, and Asana.
- Communication tools including Zoom and Gmail for real-time and asynchronous collaboration.
- Proficient in troubleshooting and training on digital platforms and SaaS products.
- Data-driven approach using reporting and analytics tools to guide decisions.

This role honed my ability to blend technical expertise with interpersonal skills, making me an integral part of AgentMatch.ai's mission to revolutionize real estate through technology.

In my role as Operations Coordinator and Executive Assistant ██████████

Responsibility:

Email Management (Weekly):

- Expertly organized and prioritized emails using Microsoft Outlook, ensuring important messages were addressed promptly while filtering out junk.

• Daily Team Check-ins (2-3x a Day):

- Fostered team cohesion by regularly checking in with team members, staying updated on progress, and proactively addressing any challenges that arose.

• Podcast Guest Coordination (Weekly):

- Managed the complete booking process for remote guest interviews using Riverside.fm—from sending invitations to scheduling appearances, coordinating logistics, and following up post-interview for a seamless experience.
- Expanded responsibilities to include cold calling and client appointment setting for podcast guest outreach, ensuring a steady pipeline of engaging interviews.

• Cold Calling and Client Appointment Setting:

- Conducted cold calls to potential clients and handled appointment scheduling to facilitate podcast guest appearances and business development opportunities.

• Research and Outreach:

- Researched advertising agencies in Florida and initiated contact via email and follow-up calls, fostering relationships and exploring potential collaborations.

• SOP Creation:

- Developed Standard Operating Procedures (SOPs) to streamline processes across various tasks, ensuring consistency and efficiency in operations.

• Social Media Creation & Management:

- Crafted and managed social media content across platforms including Facebook, Instagram, TikTok, and YouTube.
- Introduced and onboarded SocialPilot and Keepers (Password) to enhance social media strategies.

• Event Planning:

- Orchestrated engaging seminars and events using Eventbrite, from ideation to execution, ensuring all details were meticulously managed.

• Asana Task Management (Weekly):

- Utilized Asana to monitor task progress, ensuring accountability while balancing employee workloads for optimal productivity.

• GoHighLevel Utilization (Weekly):

- Leveraged GoHighLevel to manage social media posts, run targeted email campaigns, and track leads, ensuring effective outreach and engagement.

• WordPress Management (Weekly):

- Maintained and updated the company website by publishing engaging blogs, extracting data from forms, and ensuring relevant content was available.

• Accountability and Communication (Weekly):

- Participated in key meetings and diligently followed up on action items, managing both company and personal calendars with precision to enhance overall communication.

• Studio and Personal Calendar Management (Weekly):

- Efficiently maintained schedules for studio bookings and personal appointments, ensuring seamless coordination.

• 33-Touch Implementation:

- Engaged clients and prospects through a strategic mix of emails, social media, and physical mail, fostering relationships and ensuring consistent engagement.

• Document and Proposal Setup:

- Created and organized essential documents and proposals using templates and dictation, ensuring streamlined workflows and accessibility.

• Contract Creation:

- Drafted and reviewed contracts to ensure clarity and compliance, facilitating smooth operational processes.

██████████ September 2022 January 10, 2023

Social Media Manager / Customer Service / EA

• Customer Service & Engagement Responsibilities:

- Answer customer inquiries via phone calls and emails promptly and professionally.
- Respond to customer questions and comments on Facebook and Instagram, ensuring timely engagement.
- Maintain a positive, helpful, and informative tone in all customer interactions across channels.

- Attend and document Monday meetings, following up on action items.
- Manage CEO's messages and requests, taking necessary actions.
- Maintain and organize company and personal calendars.
- Social Media Management:
- Oversee the scheduling and posting of daily content to 2 popular podcasts, YouTube channels, and social channels (TikTok, Facebook, Instagram).
- Post 3-4 times daily to the client's personal Instagram.
- Insert advertising spots into podcast episodes as necessary.
- Collaborate closely with editors to facilitate seamless content execution and maintain open lines of communication.
- Regularly monitor the performance of social channels, utilizing metrics and analytics to identify areas for improvement and optimization.
- Share regular reports with the team, highlighting the performance of KPIs and making data-driven recommendations for future improvements.
- Additional Responsibilities:
- Post thumbnails for 6 social posts per week, meeting the brand guidelines of each podcast.
- Write social captions for all Instagram posts.

[REDACTED] - July 2019 to August 10, 2022

Marketing Specialist / Project Manager

Social Media Management:

- Coordinate content scheduling across TikTok, Facebook, and Instagram to maintain brand consistency using Asana, Google Suite, and Trello.
- Implement QR code strategies and Website Growth Tools to enhance campaign effectiveness.
- Communicate campaign launches effectively via Hubspot, Zendesk and GoHighLevel.

Marketing Specialist/Project Manager:

- Develop and execute social media strategies aligned with content calendars using Meta Business Ads Manager and Whatagraph.
- Ads Tracking: Perform weekly number tracking by gathering metrics from FB Ads Manager.
- Generate and distribute end-of-week reports via Slack and Google Sheets, including revenue collected.
- Contribute actively to weekly campaign discussions to ensure alignment.
- Facilitate seamless onboarding of new clients, integrating platforms like Manychat and Facebook Ads.

Email Management and Product Listing:

- Manage and execute email campaigns with precision and effectiveness using MailChimp and Slicktext.
- Provide troubleshooting and technical support for email campaigns.
- Demonstrate proficiency in product listing for e-commerce platforms like Shopify to drive business growth.

Graphics and Video Editing:

- Utilize strong skills in graphics and video editing to enhance advertising materials using Photoshop, Canva, Capcut, and Descript.
- Maintain and manage over 300 social media accounts, ensuring compelling content creation.

Client Support and Budget Forecasting:

- Offer exceptional client support, addressing inquiries and concerns promptly and effectively.
- Utilize metrics to monitor social channel performance and inform optimization strategies.
- Prepare and present data-driven reports for budget forecasting and strategic planning using Google Sheets, ChartMugol, and Whatagraph.

Certificates

Hubspot Digital Advertising Certified

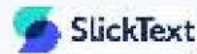
Valid from: Valid from: Oct 26 2021
- Nov 25 2022
Certification code:
[REDACTED]

SOCIAL MEDIA MARKETING CERTIFICATION

Issued: October 2021 - Expires:
November 2023 Certification
ID:
[REDACTED]

Hubspot Digital Advertising Certified

Valid from: Nov 3 2021 - Dec 3 2022
Certification code:
[REDACTED]



Skills

Cold Caller & Appointment Setter:

- Excellent communication skills, both verbal and written.
- Strong persuasive and negotiation abilities.
- Ability to handle objections and maintain professionalism.
- Experience in cold calling and lead generation.
- Strong organizational skills to manage and schedule appointments.
- Proficiency in CRM tools for tracking calls and setting appointments.
- Goal-oriented with the ability to meet or exceed targets.

Executive Assistant:

- Exceptional time management and organizational skills.
- Strong attention to detail and ability to multitask.
- Proficiency in office software (Microsoft Office, Google Suite).
- Ability to manage calendars, meetings, and travel arrangements.
- Excellent written and verbal communication skills.
- High level of discretion and confidentiality.

Customer Service:

- Excellent customer interaction skills (phone, email, social media).
- Problem-solving abilities and quick decision-making.
- Friendly, empathetic, and patient demeanor.
- Ability to resolve customer issues effectively and efficiently.
- Strong knowledge of the company's products and services.
- Ability to track and follow up on customer inquiries.

Software

- Microsoft Outlook (email & calendar)
- Google Suite (Docs, Sheets, Drive, calendar)
- Asana
- Social Pilot
- Tiktok Business
- Meta Business , Ads Manager
- Youtube, LinkedIn
- Slicktext
- Click send
- MailChimp
- Active Campaign
- EventBrite
- Trello
- Dropbox
- Manychat
- Zendesk
- Wordpress
- GoHighLevel
- Whatagraph
- QR Code Studio
- Zapier
- Hubspot
- Clickfunnel
- Photoshop
- Canva
- ChartMugol
- Shopify
- Capcut
- Libsyn
- Descript
- Klaviyo



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