

HAZEL ANN LORICA

09915571694 • azellorica@gmail.com

<https://www.linkedin.com/in/hazel-ann-lorica-gva/>

SUMMARY

Highly organized and adaptable Virtual Assistant with 1+ years of experience supporting fast-paced businesses. Proficient in streamlining administrative tasks, managing communications, and leveraging various digital tools to drive efficiency and growth. Proven ability to learn quickly, adapt to new challenges, and consistently exceed client expectations.

WORK EXPERIENCE

General Virtual Assistant - Seriously Good AI

Feb 2023 – Present

- Created and optimized SMS and email sequences that increased client engagement by 35%.
- Developed website copy that improved client conversion rates by 20%.
- Managed data entry tasks, maintaining 99.9% accuracy and efficiency.
- Enhanced social media presence, resulting in a 40% increase in audience reach.
- Designed and implemented content calendars, boosting content consistency and visibility.
- Scheduled and managed appointments, achieving 100% scheduling accuracy.
- Provided real-time chat support, improving response times by 30%.
- Automated workflows through data scraping, reducing manual workload by 25%.
- Developed and customized AI personas and conversation flows to improve chatbot performance.
- Generated high-quality AI images for marketing campaigns, enhancing visual branding.
- Audited Google Business profiles, optimizing visibility and local search rankings.
- Conducted candidate sourcing to match client needs, ensuring the right fit for required skills.

Customer Service Representative (Ecommerce) - Ennovationhub

Sep 2022 – Feb 2023

- Managed logistics and warehouse coordination, reducing delivery errors by 15%.
- Provided multi-channel support (email, phone, chat), resolving 95% of issues within 24 hours.
- Achieved 20% increase in upselling through strategic product recommendations.
- Streamlined dashboard management, improving order tracking efficiency by 30%.
- Processed refunds and tracked orders, maintaining 100% transaction accuracy.
- Handled order processing, reducing fulfillment errors by 10%.

Sales Assistant - Neon Golden Fish Pet Store

Sep 2021 – Sep 2022

- Managed inventory, ensuring stock accuracy and availability with 98% reliability.
- Increased sales revenue by 15% through targeted upselling and promotions.
- Assisted customers in selecting products, achieving a 95% satisfaction rate.
- Boosted repeat sales by building strong customer relationships.

Data Encoder - MGB-V

Mar 2018 – Aug 2021

- Accurately entered and organized data, maintaining 99% error-free records.
- Streamlined data organization processes, improving retrieval time by 25%.
- Supported data analysis and reporting, contributing to strategic decision-making.

EDUCATION

Bachelor of Arts in Journalism

2019-2020

Bicol University

SKILLS

- Project Management | Inbox & Calendar Management | Data Entry & Organization
- AI Persona Development | Conversation Flow Design | Social Media Management
- Chat Support | Email & SMS Marketing | Content Creation | Google Workspace
- AI Image Generation | Data Scraping | Order Processing & Logistics Management
- Virtual Assistance | Candidate Sourcing

TOOLS

Asana | Trello | Basecamp | Notion | Canva | CapCut | Monday.com | Slack
PPC AdLab | Midjourney | Microsoft Office Suite | Google Workspace | YouTube Studio
Content Studio | WordPress | Chatra | Help Scout | GoHighLevel | Indeed

CERTIFICATIONS

- GoHighLevel Mastery Course
- What is Generative AI
- Copywriting
- Canva for Beginners