



Hezna Glaiza Gardoce

EXECUTIVE ASSISTANT | ADMIN ASSISTANT

CONTACTS

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📍 Santa Rosa City, Philippines

TRAININGS

- Executive Assistant
- General Virtual Assistant
- Meta ADS Specialist
- XERO Bookkeeping
- Real Estate VA
- Lead Generation Specialist

EDUCATION

2011 - 2015

SAN PEDRO COLLEGE OF B.A.

- BSBA in Human Resource Dev.

SKILLS

- Data Entry
- Project Management
- Email Management
- Calendar Management
- File Management
- Lead Generation
- Email Campaigns
- Budget Management
- Social Media Management
- Graphic & Video Editing

PROFILE

Versatile Virtual Assistant with proven experience in executive support, lead generation, marketing coordination, and real estate admin tasks. Skilled in calendar management, client communication, and campaign support. Proficient in Facebook Ads Manager, helping drive brand visibility and lead conversion to support business goals.

WORK EXPERIENCE

ADMIN ASSISTANT | LEAD GENERATION SPECIALIST

Street Wear House

Nov. 2024 - May 2025

- Researched and engaged qualified leads using Instagram insights, hashtags, DM outreach, and optimized strategies based on engagement.
- Provided administrative support including email and calendar management, file organization, and internal communications.
- Utilized tools like Google Workspace and Trello to streamline lead generation and administrative operations.

XERO BOOKKEEPING

Digital Bytes Financial Services

2024 - 2025

- Xero system navigation and Hubdoc management.
- Creating quotes, invoices, and processing invoice payments.
- Bank reconciliations and generating financial statements.

CONTENT CREATOR

Mommy H - Vlogs

January 2021 - Present

- Create engaging content to share insights, promote businesses, and document everyday life.
- Collaborate with brands to increase visibility and raise awareness on relevant issues.
- Provide tips, reviews, and valuable insights across various content formats.

TOOLS PROFICIENCY

- | | |
|--------------------------|-------------------------------|
| • Trello | • LinkedIn Sales Navigator |
| • Asana | • Apollo.io/Snov.io/Hunter.io |
| • Airtable | • Slack |
| • Zoho | • Canva/CapCut |
| • HubSpot | • Mailchimp |
| • Microsoft Office Suite | • Phantom Buster |
| • Google Workspace | • Zillow |