LEONARDO JR. NOLLORA

General Virtual Assistant

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PROFESSIONAL PROFILE

General Virtual Assistant with 8+ years of experience (since 2018) supporting businesses across administrative, marketing, content, and technical work. Proven track record managing end-to-end online presence for real estate, tech, and marketing clients — from content creation and SEO to website builds, plugin customization, CRM management, and social media scheduling. Comfortable working independently with minimal supervision, adapting quickly to new tools and platforms, and delivering polished work under deadline pressure.

CORE SKILLS

- Versatile online professional, adaptable across administrative, technical, creative, and marketing work
- Broad digital literacy across a wide range of software, platforms, and emerging tools
- Strong written and verbal communication for client, team, and vendor coordination
- Reliable and detail-oriented, able to manage multiple projects and priorities independently
- Fast, self-directed learner — comfortable picking up new systems and workflows with minimal onboarding
- Confident working under pressure and meeting deadlines in fast-changing environments

WORK EXPERIENCE

General Virtual Assistant (SEO, WordPress & Web Design) | *Jezweb* Jun 2022 – Sep 2026

- Researched and integrated target keywords into SEO-friendly titles, descriptions, and page content
- Managed and updated website content in WordPress, including theme and plugin customization
- Designed wireframes, mockups, and responsive page layouts aligned with client requirements
- Optimized site performance (load speed, mobile responsiveness) and resolved layout/functionality issues
- Collaborated with content teams, designers, and developers to keep SEO strategy and design aligned with current trends
- Performed regular WordPress core, theme, and plugin backups and updates

Head of Tech and Marketing (VA) | *Innovamed Industries* Jul 2022 – Jun 2023

- Managed company website and social media accounts, keeping online presence current and on-brand
- Diagnosed and resolved website and platform issues
- Coordinated and led vendor meetings and internal team workflow as needed

Head of Tech and Marketing (VA) | *Virtual Docs Online* Nov 2021 – Jun 2022

- Owned regular updates to company website and social media accounts
- Managed and fixed website and platform issues
- Led team workflow and coordinated with external vendors

Real Estate Virtual Assistant | *Quick Deals Properties* Mar 2020 – Oct 2021

- Managed company website and social media accounts and monitored active marketing campaigns
- Prepared client-facing presentations and handled outbound calls to prospective leads
- Marketed listings to previous leads and managed property-related administrative tasks

Data Entry Clerk / Virtual Assistant | *Private Clients* Mar 2018 – Nov 2019

- Organized office files and maintained accurate client contact, mailing lists, and CRM records
- Conducted contact tracing and follow-up for prospective leads
- Verified, updated, and retrieved data as required

EDUCATION & TRAINING

- Theocratic Ministry School — 2012 – Present
- Filipino VA Online Course, Social Media Management — 2019
- Amontay National High School, High School Diploma — 2007 – 2011

TOOLS & PLATFORMS

WordPress • Elementor • WooCommerce • Kajabi • Bluehost • SiteGround • Hostinger • GoDaddy • Hootsuite • Tailwind • Notion • Gmail/Google Workspace • Microsoft Workspace • Facebook • Instagram • YouTube • Twitter/X • TikTok • Telegram • Pinterest • LinkedIn • WhatsApp • Slack • Voxer • Zoom • Basecamp • ClickUp • Buzzsprout • Audacity • Descript • Shutterstock • Kit • QuickBooks • Amazon

AI Tools: ChatGPT • Claude • Notion AI • Grammarly • Canva AI

CRM: HubSpot • Zoho CRM • Salesforce • Mailchimp • Pipedrive