

# Maria Angela L. Florendo

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Las Piñas, Metro Manila, Philippines | Open to Remote  
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## PROFESSIONAL SUMMARY

QuickBooks Online Certified Bookkeeping VA and tech-savvy Virtual Assistant with 8+ years of experience in ecommerce operations and digital business support. Specializing in bookkeeping, bank reconciliation, accounts payable and receivable, and financial reporting for digital entrepreneurs and small businesses. Experienced with multi-channel platforms including Stripe, PayPal, and Amazon, and skilled in CRM automation using GoHighLevel.

## WORK EXPERIENCE

### Freelance Virtual Assistant & Ecommerce Support - Remote

Mar 2025 - Present

- Provided bookkeeping support using QuickBooks Online including transaction categorization, bank reconciliation, and monthly financial report generation (P&L, Balance Sheet).
- Built and managed GoHighLevel CRM workflows, automated lead follow-up sequences, and bulk SMS/email campaigns for small business clients.
- Assisted small businesses with product listings, order tracking, and customer support.
- Designed and scheduled social media posts and marketing campaigns to increase engagement.
- Conducted online research and provided administrative support, ensuring accuracy and timely delivery.

### HJA Online - Manila, Philippines

Ecommerce Sales Manager | Jan 2021 - Feb 2025

- Developed and implemented ecommerce strategies that drove a 30% increase in sales.
- Monitored and responded to customer feedback to maintain a positive brand image and improve satisfaction.
- Created and managed marketing campaigns, including email and social media ads, to boost traffic and conversions.

### Primepoint LLC - Arizona, USA (Remote)

Virtual Assistant - Product Lister | Feb 2018 - Dec 2020

- Managed and responded to 100+ daily emails, achieving a 90% customer satisfaction rate.
- Assisted with website maintenance and updates, leading to a 10% increase in site traffic.
- Created and optimized product listings with compelling content and SEO best practices.
- Resolved customer queries related to product listings and purchases promptly.

### Kyodo Advertising Inc. - Manila, Philippines

Marketing Assistant | Jan 2010 - Oct 2017

- Supported senior executives in organizing marketing projects and events.
- Maintained databases and inventories with statistical and financial data.
- Communicated with clients to understand needs and coordinate with the marketing team.
- Prepared and presented reports based on research findings.

## CERTIFICATIONS

- QuickBooks Online Level 1 Certification, Intuit ProAdvisor Academy (May 2026) — 7.5 CPE Credits
- Google Data Analytics Professional Certificate, Coursera
- Fundamentals of Digital Marketing, Google Digital Garage

## EDUCATION

Bachelor of Science in Nutrition and Dietetics, University of Santo Tomas

## SKILLS

- QuickBooks Online (QBO Level 1 Certified), Bank Reconciliation, Accounts Payable, Accounts Receivable, Financial Reporting, Profit and Loss, Balance Sheet, Invoice Processing, General Ledger, Journal Entries, Month-End Close
- GoHighLevel (Workflow Builder, CRM Data Management, Bulk SMS/Email, Pipeline Management)
- Microsoft Excel (Advanced), Google Suite, Canva, CapCut
- Ecommerce Operations, Product Listing, SEO, Social Media Management, Email Marketing