

# Rexie Jane Cimafranca

Virtual Assistant · Digital Marketing  
Specialist · Property Management

## SUMMARY

Results-driven Virtual Assistant with 4+ years of experience supporting businesses across social media management, email marketing, website management, and property rental operations. Proficient in a wide range of digital tools with a track record of boosting online visibility, streamlining workflows, and delivering high-quality content.

## WORK EXPERIENCE

● *AcornStar* | Jan 2025 – Sept 2026

### Virtual Assistant

- Generated AI-enhanced photos and video content using Nano Banana, Google Flow, AI Labs, and Nextgen.
- Managed social media accounts across platforms content creation, scheduling, engagement, and brand consistency.
- Handled website blogging with on-page SEO to improve organic visibility.
- Coordinated email marketing campaigns, video editing, and multi-channel content optimization.

● *History Junkie* | Jan 2023 – Jan 2025

### Video Editor & Social Media Manager

- Edited historical content videos with transitions, animations, and effects to enhance storytelling.
- Managed and grew the YouTube and Instagram channels content posting, scheduling, and audience engagement.
- Generated AI-enhanced images, videos, and audio using MidJourney, WellSaid Labs, and Discord.
- Conducted research on historical topics using Wikipedia and academic sources to ensure content accuracy.

● *Orange Rentals* | Dec 2023 – Sep 2024

### Virtual Assistant – Property Management

- Managed Airbnb and Booking.com listings, optimizing visibility and competitive pricing strategies.
- Designed personalized email campaigns to re-engage past guests and pitch services to new landlords.
- Created visually appealing social media posts, reels, and stories using Canva to drive bookings.

## EDUCATION

### University of Mindanao

Bachelor of Science in Information  
Technology  
June 2014 - April 2019

## PROFESSIONAL SKILLS

- Social Media Management
- Email Marketing
- Property Management
- Website Creation & Management
- Content Creation & Editing
- Customer Support
- Automation & Integrations
- Graphic Design & Marketing
- SEO Optimization
- Video Editing
- Administrative Tasks

## SOFTWARE & TOOLS

- ActiveCampaign · Mailchimp · Keap
- Zapier · HubSpot
- Leadpages · ClickFunnels
- WordPress · Squarespace · Lodgify · Wix
- Adobe Photoshop · Premiere Pro
- GoDaddy · Krystal
- Canva · Midjourney

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## WORK EXPERIENCE

### *Breathe and Connect* | Aug 2023 – Jan 2024 Virtual Assistant – Property Management

- Created and managed events on Eventbrite with clear descriptions and seamless ticketing.
- Developed and maintained WordPress website showcasing breathwork offerings and testimonials.
- Designed photos, reels, and promotional materials using Canva for social media engagement.

### Outsourced Doers | Aug 2022 – Aug 2023 Virtual Assistant

- Managed Instagram, Facebook, LinkedIn, and TikTok — content creation, scheduling, and analytics.
- Created and managed email campaigns using Mailchimp, ActiveCampaign, and HubSpot.
- Maintained CMS platforms including WordPress, Wix, and Squarespace.

### Concentrix Davao Philippines | Jun 2021 – Jun 2022 Content Moderator

- Applied Facebook community standards to evaluate user-generated content accurately and consistently.
- Made precise, policy-based decisions on hate speech, misinformation, violence, and harassment.

## SKILLS

- Sales Strategies
- Negotiation Skills
- Problem-Solving
- Time Management
- Presentation Skills
- Networking
- Market Research
- Team Collaboration

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·GoDaddy · Krystal  
·Canva · Midjourney  
·MS Office 365 Suite  
·Basecamp · Slack · Trello  
·WellSaid Labs · Discord  
·Facebook · Instagram · TikTok ·  
LinkedIn  
·Calendly · Ring Central · Stripe  
·Eventbrite · Airbnb · Booking.com

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## WORK EXPERIENCE

### ● *Freelance – Alex Miller Credit Repair | May 2020 – Apr 2021* Customer Support Representative

- Explained complex credit issues and solutions in clear, easy-to-understand language.
- Applied active listening to tailor solutions based on individual customer concerns.

### ● *Teleperformance Davao Philippines | Jul 2019 – Apr 2020* Technical Support Representative

- Diagnosed hardware issues with Comcast equipment including modems, routers, and set-top boxes.
- Resolved networking issues: IP addresses, Wi-Fi configuration, and signal problems.

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