

Rosalyn Santiago



Administrative
& Creative
Virtual Support



Valenzuela City



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Professional Summary

- Resourceful Administrative Virtual Support with experience in providing reliable assistance to department leaders, small business owners, and entrepreneurs.
- Skilled in calendar and email management, document preparation, and task coordination.
- Experienced in social media management, creating and scheduling content to boost engagement and brand presence.
- Proficient with tools such as MS Office, Google Workspace, Canva, Photoshop, InDesign, Slack, Shopify, Wix, WordPress and CRM platforms, with basic knowledge of QuickBooks Online.
- Organized, detail-oriented, and proactive, with a commitment to delivering consistent and professional support.

Core Skills

- Calendar & Email Management
- Document Preparation & File Organization
- Scheduling & Meeting Coordination
- Customer Support & Communication
- Social Media Management (content creation, scheduling, engagement)
- Content Writing (articles, blog posts, email newsletters, social media captions)
- Graphic & Layout Design using Canva, Photoshop, & InDesign
- CRM and PM Tools (HubSpot, Monday.com, Asana, Slack)
- QuickBooks Online (basic bookkeeping & expense tracking)
- MS Office, Google Workspace, Slack, Meta Business Suite, Shopify, Wix, WordPress, Systeme.io

Professional Experience

Freelance Virtual Assistant & Social Media Manager

Remote

2022 - Present

- Manages social media accounts for small businesses and personal brands, focusing on content creation, branded graphics, and scheduling posts.
- Designs promotional materials using Canva, Photoshop, and InDesign; creating layouts for manuals and e-books.
- Schedules posts and manages engagement.
- Creates and designs websites (no-coding).
- Provides general admin support including online research, outreach list building, and maintaining shared task lists.

Office Administrative Assistant

PGCAG CE Department

2019 - 2024

- Reported directly to the Director and Assistant Director, managing schedules, meetings, and email correspondence.
- Handled document preparation, file organization (physical & digital), and record management.
- Coordinated events, arranged travel, and provided daily administrative support to ensure smooth operations.
- Maintained confidentiality while managing sensitive documents and communications.

Education and Trainings

- Bachelor of Science in Electronics and Communications Engineering (Undergraduate)
- General Virtual Assistant Training
- Teaching English as a Second Language Certification
- QuickBooks Online Advance Training
- Social Media Management Training
- Basic Training in FaceBook Media Buying

References

Available upon requests