



SHIELALYN JIMERA

VIRTUAL ASSISTANT | EMAIL MARKETING SPECIALIST |
SOCIAL MEDIA MANAGER



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PROFILE

Virtual Assistant and Email Marketing Specialist with hands-on experience in administrative support, email marketing, and social media management. Skilled in Klaviyo email campaigns, Shopify discount creation, Canva graphic design, and email management. Organized, detail-oriented, and committed to supporting business growth by improving efficiency, streamlining operations, and executing digital marketing initiatives.

EDUCATION

BACHELOR OF SCIENCE IN COMMERCE

- Major in Computer Science

PROFESSIONAL SKILLS

- Email Marketing
- Email Management
- Social Media Management
- Digital Marketing
- E-commerce Support
- Administrative Support
- E-commerce Support
- Graphic Design / Basic Video Editing
- Lead Generation

TOOLS & CRM'S

- Klaviyo
- Mailchimp
- Shopify
- Slack
- Canva
- Calendly
- Google Workspace
- Discord
- Trello
- Click Up
- Microsoft Office
- Chatgpt
- Claude

PLATFORMS

- Facebook
- Instagram
- LinkedIn
- Tiktok
- Nextdoor
- Meta Business Suite

WORK EXPERIENCE

Email Marketing Specialist - Global Advertising Co. | May 2022 – May 2026

- Created and scheduled Klaviyo email campaigns
- Designed promotional email graphics in Canva
- Managed Shopify discounts and SMS campaigns
- Improved campaign workflow efficiency

Social Media Manager - Choice Crusade (UK) | Feb 2025 – May 2025

- Managed social media content across key platforms
- Created engaging graphics and scheduled posts
- Supported customer engagement and brand visibility

Administrative Support / Finance Analyst - 2GO Group | Jan 2013 – Dec 2021

- Collected teller remittances and prepared bank deposits
- Maintained financial records and reports
- Managed AR/AP and bank reconciliation
- Supported daily administrative operations

Finance Staff/Admin. Staff - PD888 (Smart Com.) | Feb. 2010 – Nov. 2012

- Cashiering Operations
- Reconciled cash discrepancies and maintained financial records.
- Daily Financial Transaction Report

Data Encoder - District Farmer's Hospital | May 2009 – Oct 2009

- Prepared billing records.
- Maintained accurate patient records and documentation.
- Processed patient insurance claims.

Underwriting Support - Standard Insurance Co., | Jun 2008 – Jan. 2009

- Processed insurance policy records and data entry.
- Assisted underwriting and front desk operations.

TRAININGS & CERTIFICATIONS

- Meta Ads – The Digital Starting Point (2025)
- Basic Funnel Design – Funnel Mastery Academy (2025)
- Social Media Management – Pinay Virtual Assistant (2022)
- Social Media Marketing – Freelance Academy (2022)
- Amazon Product Sourcing – AVA PH (2021)
- Graphic Design – The Filipino Virtual Assistant Agency