

Roxann Acedo

(+63) 916.665.7631 | roxannuacedo@gmail.com | Davao City, Philippines

Total Work Experience	13 years
Education	Ateneo De Davao University
Course	Bachelor's, Psychology
Nationality	Philippines

Objective: I'm a tech-loving problem solver who prides herself on her reliability and her exceptional organisation skills. I set up Your Techie VA to provide flexible, virtual support to online businesses and entrepreneurs. I also work with "offline" businesses who need support with their online presence.

Work history: Since 2015 I've been working remotely as a virtual assistant AND a WordPress website designer. This has enabled me to develop a unique set of skills which I harness to make my clients' working lives more productive and less stressful.

Just some of the things I regularly do for my clients:

- Update WordPress websites with a wide range of content;
- Troubleshoot and resolve tech issues with WordPress sites;
- Edit and repurpose content for use across email marketing campaigns, websites, landing pages and social media;
- Set up and schedule email marketing campaigns;
- Create and schedule social media posts;
- Manage a weekly live webinar hosting a constantly changing rota of guest presenters;
- Assist with setting up and running online courses;
- Video management, including audiovisual editing and uploading to Vimeo and YouTube.

Have a look below to see the kinds of things I can help you with. However, if there's something you need support with that you don't see listed, don't hesitate to get in touch; if it's WordPress, marketing or tech-related, I can probably do it!

WORDPRESS

I love WordPress! I have extensive experience of working with Genesis, GeneratePress and other themes, and with designing, building, troubleshooting and maintaining WordPress websites. I'm confident with tools such as FTP and cPanel, and I know HTML and CSS (and a little PHP and JavaScript). Here are just some of the WordPress-related tasks I can help you with:

UPDATING CONTENT

Adding, updating and formatting blog posts, pages, and custom post types. Adding and embedding videos, audio and images.

WEBSITE CUSTOMISATION

Tweaking the colours, fonts and layout of your website to update its look and feel.

WORKING WITH PAGEBUILDERS

Updating content in websites designed using Beaver Builder, Elementor, Divi or Virtual Composer.

MEMBERSHIP WEBSITES

Administration of memberships, transactions, payment gateways and coupons.

ECOMMERCE WEBSITES

Support with managing your online store, whether you use Woocommerce, Easy Digital Downloads or another plugin.

LIAISING WITH YOUR WEB DESIGNER

Liaising with your designer or developer to help you grow your website or troubleshoot current issues.

WORKING WITH PAGEBUILDERS

Updating content in websites designed using Beaver Builder, Elementor, Divi or Virtual Composer.

ADDING NEW PLUGINS

Researching and installing suitable plugins to add functionality (features) to websites.

WEBSITE MAINTENANCE

Updating your theme, plugins and WordPress version.

SUPPORT WITH ONLINE MARKETING

Have an online marketing strategy but no time to implement it? Or maybe the thought of all that tech just fills you with horror! Let me do the work so you don't have to!

MAILCHIMP

Setting up accounts, creating opt-in forms, setting up autoresponders and sequences, creating newsletters, scheduling campaigns, segmenting lists.

ONLINE COURSES

Assistance with setting up and maintaining online courses. Providing customer support to potential or actual course participants.

ONLINE EVENT MANAGEMENT

Setting up webinars on online platforms. Providing training to guest presenters and interviewees.

LANDING PAGES

Creating landing pages using your preferred software (e.g. Leadpages), based on your style guidelines and incorporating your copy.

CREATION OF GRAPHICS

Creating graphics for blogs and social media in Photoshop or Canva, based on your templates and style guidelines.

GETTING VIDEOS ONLINE

Uploading to Vimeo and YouTube. Organising and tagging videos. Adding captions. Embedding videos into websites.

SOCIAL MEDIA

Scheduling posts and responding to customer queries.

CONTENT REPURPOSING

Editing and repurposing content for use across different social media platforms, in marketing campaigns and on websites.

COPYEDITING AND PROOFREADING

Editing your copy to ensure that it reads well, and proofreading it for errors.

NON-WORDPRESS WEBSITES

Adding content to websites built on Squarespace, Wix, Weebly, Blogger or other platforms.

GOOGLE AND FACEBOOK ADS

Setting up campaigns and producing reports.

TECH AND ADMINISTRATIVE SUPPORT

In addition to having been a freelance VA since 2015, I have almost 10 years' experience as a PA, administrator and editorial assistant, and I've always specialised in tech work (I first learned HTML when I was an administrator back in 1999!).

AUDIOVISUAL EDITING

Editing and optimising videos and audio. Video to audio conversion.

SYSTEMS INTEGRATION AND AUTOMATION

Using online automation tools such as Zapier and IFTTT, I can save you time by connecting together your favourite apps and automating repetitive tasks.

CREATING PRESENTATIONS

Creating presentations using your preferred software, and according to your style guidelines and branding.

CUSTOMER RELATIONSHIP MANAGEMENT

Updating and maintaining your CRM software, databases or spreadsheets - whichever you use to keep track of your leads and customers.

LIAISING WITH SPEAKERS AND CONTRIBUTORS

Contacting and booking guest speakers and interviewees for your webinars and / or podcasts. Liaising with guest bloggers.

FORMATTING DOCUMENTS

Formatting documents in Microsoft Office, Apple iWork, Open Office or Google Docs.

TOOLS AND APPS

Some of the tools and apps I currently use, or have used in the past. I'm quick to pick up new tools, so if you need work done using software that isn't listed it's not a problem - I can almost definitely learn how to use it pretty fast.

WORDPRESS AND WEBSITES

Popular themes and frameworks, including (but not limited to) Genesis, GeneratePress, Divi and Salient

Pagebuilders: Elementor, Divi

Other website CMSs: Squarespace, Wix, Weebly

ONLINE MARKETING

Mailchimp, Hubspot, Leadpages

PROJECT MANAGEMENT TOOLS

Asana, Trello, Teamwork, TeamGantt, Todoist, Wunderlist

OFFICE DOCUMENTS AND SPREADSHEETS

Google Apps, Microsoft Office, Apple iWork, Open Office

IMAGE CREATION AND MANIPULATION

Adobe Photoshop, Adobe Illustrator, Canva

AUDIOVISUAL EDITING

Adobe Premiere Pro, Audacity, Handbrake, iMovie

ONLINE COURSES

Moodle

CLOUD STORAGE

Google Drive, Dropbox, Mega

COMMUNICATION

Slack, Gmail, Outlook.com, Google Calendar

WEBINARS

Crowdcast, Zoom

SOCIAL MEDIA SCHEDULING

Buffer, Hootsuite