



SHIRLYN R. LIGUE

GENERAL VIRTUAL ASSISTANT

PROFILE

Throughout my life, I've approached every challenge with enthusiasm, creativity, and ceaseless desire to achieve success. This passion and drive have paved the way to countless opportunities, unique experiences and exceptional relationships both personally and professionally.

WORK EXPERIENCE

Upwork.com/Onlinejobs.Ph

Freelancer/General Virtual Assistant JULY 2015 - PRESENT

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment.
- Monitor brand consistency across marketing channels and materials.

F. Bustamante National High School

Secondary School Teacher NOV 2018 - PRESENT

Teaches Technology and Livelihood Education specializes in Home Economics, Drafting & ICT.

Davao Archery Club, Inc.

Social Media Marketing Executive DEC 2016 - JAN 2024

- ensuring that consistent, excellent, and original content is posted on the social media platforms in use. handling messages and inquiries, responding to individuals, and interacting with audiences
- Design creative visual text and imagery to promote online campaign such as banners, social media post, website designs, etc.

Wildfire Digital

SEO Virtual Assistant 2018 - AUG 2023

- analyzing websites for issues, implementing effective changes, and assisting with the development of new content
- Finding and analyzing relevant keywords for the specific product/campaign/website to promote and rank it in search engine

SOFTWARE/TOOLS

Lead Generation/SMM/SEO

SEMRush, Google Keyword Tool, Ahrefs, Google Analytics, Screaming Frog, Google Workspace, SproutSocial, Hootsuite, Calendly, Canva, Wix, Wordpress, LinkedIn Sales Navigator, Hunter

Lead Generation/SMM/SEO

Slack, Zoom, Google Meet, Google Drive, Calendly, Acuity Scheduling, Asana, Canva, Microsoft Teams, Microsoft Office, Publisher, Dropbox, Gmail, Trello, Time Doctor, Grammarly, ChatGPT, Quillbot AI, Skype, Google Sheet, LassPass

Video/Graphic Design

Adobe Photoshop, Coreldraw, Canva, Adobe Premiere, Remini, Picsart, Power Director, Filmora, Capcut

CONTACT

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Panacan, Davao City

<https://shirlynramirez.wixsite.com/portfolio>

EDUCATION

2023-Present
RIZAL MEMORIAL COLLEGE

- Master of Arts in Home Economics

2007-2011
ATENEO DE DAVAO UNIVERSITY

- Bachelor of Commerce Major in Management Accounting

SKILLS

- Virtual Assistant
- LinkedIn Marketing
- Data Research
- Google Application
- MS Application
- Graphic/Video Design
- SEO/SMM

LANGUAGES

- English
- Tagalog
- Bisaya