

# ANDRELENE VELOSO-DIESTA

EXECUTIVE ASSISTANT | SOCIAL MEDIA MANAGER |  
REAL ESTATE ASSISTANT | GENERAL VA

I am an experienced Editorial Assistant, Social Media Manager, Community Development Officer and Executive Assistant. I aim to improve and master any fields mentioned.

## CONTACT

- ☎ (63) 995-981-8618
- ✉ sandreajane@gmail.com
- ✈ @andreleenerush

## WORK EXPERIENCES

### EDITORIAL ASSISTANT

*Couples for Christ Global Mission Foundation Inc.*  
Aug 2017 - Dec 2018

- ✔ Covered CFC related events across Metro Manila
- ✔ Consolidated news articles about CFC from all over the world, and proofread them
- ✔ Written News and Feature articles
- ✔ Spearheaded Documentation Teams on CFC Events (Local & International)

### DIGITAL MEDIA MANAGER

*Couples for Christ Global Mission Foundation Inc.*  
Jan 2019 - June 2019

- ✔ Managed social media accounts of CFC (Facebook, Instagram, Twitter)
- ✔ Created social media graphics for daily postings
- ✔ Increased social media following and clicks by 200%
- ✔ Spearheaded Documentation Teams on CFC Events (Local & International)
- ✔ Managed CFC Official Website
- ✔ Developed a social media strategy to increase the following of the company pages and website

### CFC - YOUTH FOR CHRIST MISSIONARY (COMMUNITY DEVELOPMENT OFFICER FOR CATANDUANES)

*Couples for Christ Global Mission Foundation Inc.*  
Nov 2019 - Jan 2021

#### AS A COMMUNITY DEVELOPMENT OFFICER

- ✔ Overseen CFC and YFC activities in Catanduanes
- ✔ Spearheaded activities within the province
- ✔ Has given inspirational talks to the province, areas in Bicol and other areas in the Philippines and abroad
- ✔ Developed strategies for Community Development

#### AS A YOUTH COMMUNICATION HEAD

- ✔ Managed all social media accounts of YFC
- ✔ Developed communication strategies to increase social media reach
- ✔ Researched and developed strategies for a better communication flow in the community
- ✔ Directed International Conference for the youth (online)



## PERSONAL DETAILS

### Date of Birth

July 3, 1996

### Nationality

Philippines

### Marital Status

Married

### Address

Abelarde St., Zone 3,  
Cadiz City, Neg.Occ 6121

## EDUCATION

### BACHELOR OF ARTS IN COMMUNICATION

*Mass Communication Officer, CFC-YFC Officer,  
The Lead Senior Editor*  
University of St. La Salle  
Class of 2017

**GPA** 1.99 (91%)

## AWARDS

### OUTSTANDING STUDENT IN THE FIELD OF PRINT ARTS

USLS Bacolod Corps d Elite | March 2017

### PHILIPPINE INFORMATION AGENCY

IWAG AWARDEE | March 2017

### SPECIAL CITATION FOR PUBLIC ADVOCACY

USLS Recognition Rites | March 2017

## LANGUAGES

### Proficient

English, Filipino

### Native

Hiligaynon

## WORK EXPERIENCES

### EXECUTIVE ASSISTANT

*AveNew Solutions. LLC*  
April 26 – September 2, 2021

- ✓ Managed emails and calendars of the executive bosses
- ✓ On-standby to make calls to clients requested by the executives
- ✓ Helped in making business reports (using Microsoft Word and Excel)
- ✓ Worked on Social Media tasks
  - Made template for Monthly report
  - Worked in LinkedIn Connections
- ✓ Worked as a researcher by request
- ✓ Managed ClickUp accounts
  - Sent tasks from emails
  - Managed tasks within Clickup, set deadlines, assigned tasks, created space, folders

### CONTENT WRITER

*Elemental Bottles*  
September 20–24, 2021

- ✓ Created product descriptions for website
- ✓ Written ad contents for Social Media
- ✓ Created slogan for products
- ✓ Created templates for Email Marketing

### GENERAL VA

*Cville Travel Agency*  
October 1–5, 2021

- ✓ Monitored and managed emails from clients
- ✓ Did a manual email migration from Microsoft to Google

### GENERAL VA FOR REAL ESTATE

*Jenny Rutherford Real Estate*  
October 6, 2021 – August 21, 2023

#### AS A SOCIAL MEDIA MANAGER

- ✓ Monitor and manage engagements on Facebook & Instagram
- ✓ Download photos from Instagram or Facebook and upload them to Planoly for future scheduling
- ✓ Schedule Posts for all Social Media Accounts using Planoly
- ✓ Make sure that all scheduled photos are posted accordingly. If error occurs, I manually post photos on Instagram or Facebook
- ✓ Write captions and schedule posts using Planoly
- ✓ Conduct research on real estate current trends and make a content

#### AS A MARKETING ASSISTANT

- ✓ Write blog posts about real estate, depending on the topics that the Marketing Head will give me, and schedule them for posting via Kunversion
- ✓ Create Email Marketings for active listings in Mailchimp
- ✓ Send emails or SMS to Real Estate Agents whenever there is a Broker Open House event
- ✓ Create marketing templates in Canva
- ✓ Set up Events in Eventbrite when needed
- ✓ Manage all wix websites
- ✓ Monitor domains and renewals for GoDaddy

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## GENERAL VA FOR REAL ESTATE

Jenny Rutherford Real Estate

October 6, 2021 – Present

### AS A PERSONAL ASSISTANT

- ✓ Handle personal emails
- ✓ Handle personal appointments and make sure they are added on calendar
- ✓ Schedule Travel (flights, rental car, hotel) etc whenever client has a business or personal trip
- ✓ Create Itinerary Sheet with all the flight, hotel and activity details
- ✓ Handle all covid related needs every travel of Ms. Jenny (if necessary)
- ✓ Schedule and book medical appointments
- ✓ Schedule and book personal appointments such as Dinner, Salon, Spa, Movies, gym appointment & leisure trip activities
- ✓ Call Vet / Dog Walker and schedule appointment
- ✓ Handle concerns on car problems and insurance claims)
- ✓ Manage personal online or local purchases
- ✓ File all personal documents such as taxes, bank notes and statements, receipts in google drive

### AS A RENTAL PROPERTY ASSISTANT

- ✓ Make a spreadsheet for all repairs done at rental units
- ✓ Communicate with contractors for repairs and replacements
- ✓ Monitor and manage rental platforms such as Airbnb, VRBO, and Hospitable
- ✓ Make and receive phone calls from/to guests
- ✓ Monitor and manage Bachelorette Party inquiries within a rental property
- ✓ Make sure all cleaning schedules are accurate
- ✓ Write and manage reviews in google, Airbnb, and VRBO

### AS A REAL ESTATE ASSISTANT

- ✓ Process account payable invoices and file receipts
- ✓ Write offer and contracts using Dotloop
- ✓ Add/Manage new and existing listing in MLS
- ✓ Email offers and contracts to clients and agents
- ✓ Create a Multiple Offers Sheet for clients
- ✓ Take CE Courses in Georgia, Virginia and South Carolina for my boss
- ✓ Renew Real Estate License when applicable
- ✓ Add/Modify information in our CTE Sheet
- ✓ Make or Receive phone calls from clients
- ✓ Manage documents and listing photos and file them to Dropbox
- ✓ Communicate to leads via email, text or Kunversion
- ✓ Add new leads and set up alerts based on specified criteria (in Kunversion, Matrix and Homebot)
- ✓ Run Comparative Market Analysis for new listings (in Matrix)
- ✓ Manage listings (for lease and sale) in Zillow
- ✓ Manage all Properties Insurance
  - Update Insurance Sheet
  - Renew Insurance Policies when due
  - File Insurance Policy Declaration Pages and Receipt

## MARKETING COORDINATOR

*City Block Team*

*September 18, 2023 – Present*

- ✓ Manages all Real Estate Marketing Materials
- ✓ Manages City Block Team Social Media accounts
- ✓ Manages client's website
- ✓ Works hand in hand with Operations Manager for client's weekly blog and email blast

## SKILLS

### Advanced

- Journalism (News & Feature Writing)
- Creative Writing (Essay, Poetry, Short Stories)
- MS Word & PowerPoint
- Adobe Lightroom
- Transcribing
- Social Media Management
- Photo Editing (Canva)

### Intermediate

- Video Editing (Adobe Premiere Pro)
- Photography
- Videography
- Events Management
- MS Excel
- Photojournalism
- Email Marketing

### Beginner

- Adobe Photoshop

## RELATED TRAININGS

### 1 Month Virtual Assistant Training

*April 26 – May 26, 2021*

*Phyllis Song Consulting LLC*

### Wix SEO Webinar

*November 16, 2022*

*Via Zoom Meeting*

## REFERENCES

### April Dawn Gabrido

(63) 915-263-9503

aprildawngabrido@gmail.com

### Cyril Bryan Ortiz

(63) 977-149-7019

cyrilbryan.ortiz@gmail.com