




MARIELLE M. VILLARBA

Virtual Assistant | Social Media Manager | Appointment Setter

 October 25, 2002

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 @MarielleVillarba

 Cordova Cebu City, Philippines

I am Marielle M. Villarba, 23 Yrs. Old a fresh graduate of Bachelor of Public Administration at Cebu Technological University. A highly proficient professional with a broad range of abilities and worthwhile experiences. Skilled in Bidding project sales, graphic design, and video editing, able to produce visually captivating and interesting material. I'm a great communicator and analytical thinker owing to my history in market research and strong customer service. Can also create successful marketing plans and raise brand awareness. Additionally, I am a dependable and effective professional with great attention to detail, excellent writing abilities, and the capacity to multitask. Overall, I am a committed person with a broad skill set and experiences that make me a useful addition to many marketing and customer-focused tasks.

LINKEDIN

[linkedin.com/in/marielle-villarba-629b0629a](https://www.linkedin.com/in/marielle-villarba-629b0629a)

SKILLS

- Market Researcher
- Lead Generation
- Customer Service
- Data Collection
- Video Editing
- Graphic & Design
- Copy writing
- Organizational skills
- SMM

AWARDS AND ACHIEVEMENTS

- Academic Awardee- Junior High School
- With High Honors /Leadership Awardee/ SSG PRESIDENT- Senior High School
- BEST IN THESIS AWARD - College

COMPETENCIES

- **Market Researcher** - Specialize in collecting, analyzing data, to provide insights and recommendations to businesses. ethical decision-making, communication and critical thinking. Connecting with Clients providing quality works/data.
- **Appointment Setter** - proficient in scheduling appointments, managing time effectively, and handling rejections and technology proficiency.
- **Marketing** - expertise strategic understanding of target audiences, developing compelling campaigns, and driving brand awareness, leveraging data-driven insights for business growth and success.
- **Graphic & Design** -efficient creative flair, attention to detail, and effective visual communication. Staying updated with trends and using industry-standard software elevates brand identities.
- **Video Editing** -abilities in video editing includes remaining current with trends, delivering innovative cuts that push content to new visual heights, and fusing technical dexterity with creative storytelling.

WORK EXPERIENCES

EDUCATION

- **TERTIARY** (2021 -2025)
 - BPA - Bachelor of Public Administration
 - Cebu Technological University
- **HIGHER SECONDARY** (2019-2021)
 - HUMSS -Humanities and Social Sciences
 - Ganaan International School
- **SECONDARY** (2015-2019)
 - BNHS - Babag National High School
 - Gun ob High school
- **PRIMARY** (2009-2015)
 - Basak Elementary School

Dynata philippines

Business banking interviewer/ encoder/ marketer/ researcher/ Sales account coordinator

- Business banking interviewer across US to gather insights and recommendations to businesses.
- Analyzing and encoding data to derive actionable insights that drive informed business decisions.
- Leveraging comprehensive data analysis and strategic insights. Engaging Business owners to formulate effective marketing strategies

Select voice Com

Lead Generation specialist/ Appointment settter

- Generating Leads
- Outbound calls / cold calling
- Real estate agent Appointment setter

Leap Global

Business Development/ Appointment settter

- Connecting client for outsourcing services
- Scraping leads
- Cold calling

RNL Travel and tours

Social Media Marketing/ Graphic design

- Managing Social media post
- creating Logo and Design
- Communicating with customers
- Booking travel packages

Cebu Technological University (2021 -2024)

Copywriter/video editor/ graphic & design/ public relation

- Editing videos and designing logos for School Organizations, specialize in product branding.
- manage content for organizations' web pages SEO-friendly and informative.
- managing strategic communication initiatives, with positive relationships between organizations and their audiences through effective messaging and engagement strategies. Includes Facebook page, Instagram, and email
- attentively create engaging content that connects with viewers, using storytelling strategies to tell compelling narratives and increase interaction.