

ALFAIDA T. BUGAS

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PROFESSIONAL SUMMARY

Detail-oriented and results-driven Virtual Assistant with 3+ years of experience in social media management, graphic design, video editing, and administrative support. Proven ability to grow engagement, generate qualified leads, and manage multi-channel platforms including Facebook, Instagram. Completed Property Management VA training with hands-on knowledge of tenant relations, database management, and vendor coordination. Skilled in Google Workspace, Canva, CapCut, Meta Ads Manager, AppFolio, and Monday.com. Reliable, organized, and quick to adapt to new tools and fast-paced remote environments.

CORE COMPETENCIES

Social Media Management	Monday.com	Community Management	Facebook & Instagram Ads
Property Management VA	Tenant & Vendor Coordination	Lease & Records Management	Email & Calendar Management
Canva CapCut Photoshop	Google Workspace MS Office	AppFolio	Data Entry & Research

WORK EXPERIENCE

Social Media Manager & Graphic Designer | Video Editor

- Managed Facebook, Instagram accounts; grew engagement by 40% through consistent content strategy and trend-based posting.
- Planned and executed Facebook Ads campaigns, reducing cost-per-lead by 15% and increasing qualified lead volume.
- Produced short-form video content (Reels, Stories, Ads) using CapCut, boosting reach by up to 60%.
- Designed marketing materials and branding assets in Canva and Photoshop, improving brand recognition by 25%.
- Monitored analytics via Meta Business Suite; prepared weekly performance reports and adjusted strategy based on data.
- Automated Messenger responses for customer inquiries, improving lead response time and conversion rate.
- Maintained a consistent content calendar and handled scheduling across multiple platforms.

Data Encoder / Researcher | Jenny's Freelance Recruiting Agency

Apr 2020 – Sep 2020

- Managed and encoded 1,500+ records with 98% accuracy; built organized spreadsheets improving data retrieval efficiency by 35%.
- Conducted web research and verified contact data to support outreach campaigns.
- Generated structured reports to assist team in decision-making and lead tracking.

Transcriber | Jenny's Freelance Recruiting Agency

Sep 2021

- Transcribed 1,000+ hours of audio and video content with 98% accuracy.
- Reduced revision turnaround time by 30% through high-quality, first-draft output.
- Maintained strict confidentiality and accuracy standards on sensitive content.

TRAINING & CERTIFICATIONS

Property Management Virtual Assistant Training — Skillsphere

2026

Covered: tenant relations, property marketing, lead generation, database & records management, vendor coordination, and operations support.

TOOLS & TECHNOLOGIES

Social Media	Meta Business Suite · Facebook Ads Manager · Instagram
Design & Video	Canva · Adobe Photoshop · CapCut · Google Gemini · AI-assisted design tools
Productivity	Google Workspace (Docs, Sheets, Drive, Gmail, Calendar) · Microsoft Office (Word, Excel)
PM Systems	AppFolio · Monday.com · Go High Level (learning)
Communication	Zoom · Slack · Google Meet · Email Management
Other	Data Encoding · Transcription · Research

EDUCATION

Bachelor of Science in Hotel and Restaurant Management

Saint Vincent's College

Graduated March 2018

KEY STRENGTHS

<ul style="list-style-type: none">Results-driven with strong focus on lead generation and conversions	<ul style="list-style-type: none">Organized with excellent time and task management skills
<ul style="list-style-type: none">Data-driven decision making using analytics and performance metrics	<ul style="list-style-type: none">Adaptable and quick to learn new tools, systems, and processes
<ul style="list-style-type: none">Excellent written and verbal English communication	<ul style="list-style-type: none">Calm under pressure; thrives in fast-paced remote environments
<ul style="list-style-type: none">Strong attention to detail and accuracy (98% data accuracy rate)	<ul style="list-style-type: none">Growth-oriented mindset with continuous learning approach