

# FRANCESCA MARIE GUINTU

Phone: +639273858289 | Email: gintufrancesca@gmail.com | Location: Philippines

## EXECUTIVE ASSISTANT LEAD

Results-driven Executive Assistant Lead with experience managing and mentoring Executive Assistants while providing high-level executive and operational support. Skilled in team leadership, process improvement, stakeholder communication, and workflow optimization. Known for strong organizational skills, proactive problem-solving, and a commitment to operational excellence.

## WORK EXPERIENCE

### EA Lead | We Mind Properties

Jan 2024 – May 2026

- Led and managed a team of 9 Executive Assistants, overseeing performance, training, task delegation, and workflow efficiency.
- Managed high-level client, guest, and vendor communications while delivering exceptional customer service and stakeholder support.
- Collaborated with internal and external teams to streamline operations, improve processes, and ensure seamless project execution.
- Prepared reports and presentations while overseeing administrative functions, including calendar management, data entry, and travel coordination.

### Virtual Executive Assistant | Ray White

Jan 2022 – Jan 2024

- Managed real estate operations including rent rolls, lease renewals, work orders, and property listings.
- Compiled and distributed vital weekly and monthly performance reports.
- Produced professional graphic materials such as social media content, brochures, and physical advertisements.
- Executed ad hoc tasks for property managers and sales executives, including travel arrangements and reputation management (reviews).

### Part-Time E-Commerce Virtual Assistant | Personalised Favours

Dec 2021 – Jan 2026

- Facilitated customer support by managing inquiries, support tickets, returns, and exchanges.
- Maintained e-commerce accuracy by updating product descriptions, listings, and inventory levels.
- Controlled social media presence through active account management and content posting

### Customer Advocate Lead | Atlassian

Oct 2019 – Dec 2022

- Led a team of customer advocates handling product support.
- Monitored ticket queues and ensured SLA compliance.
- Coached team on technical troubleshooting and customer empathy.
- Analyzed feedback to improve support processes and tools.

### Team Manager | Arvato Bertelsmann

Apr 2017 – Oct 2019

- Overseeing day-to-day operation
- Monitor team performance and team standing
- Conduct quality checks on the team's output.
- Create a presentation to present during the bi-weekly business review with clients.
- Conduct re-training, if or when necessary, to low performing agents.
- Attend the bi-weekly business reviews with operations and clients.
- Maintain a high personal quality score to set an example that targets are attainable and maintain credibility on product expertise.

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## EXECUTIVE ASSISTANT

### WORK EXPERIENCE

#### Quality Assurance Specialist | Arvato Bertelsmann

May 2016 – Apr 2017

- Monitors and evaluates social media review tasks to ensure accuracy, policy compliance, and quality standards.
- Reviews flagged content decisions and provides feedback to improve consistency among reviewers.
- Conducts audits on moderation outputs to ensure alignment with platform guidelines.
- Identifies trends in errors and recommends process improvements to enhance review quality.
- Supports reviewer performance through coaching, calibration sessions, and quality reporting.
- Ensures sensitive or policy-violating content is handled correctly and escalated when needed.

#### Content Reviewer | Arvato Bertelsmann

Nov 2015 – May 2016

- Review and moderate user-generated content (text, images, videos) to ensure compliance with platform policies.
- Identify, flag, and take action on inappropriate or policy-violating content.
- Apply guidelines consistently while meeting accuracy and productivity targets.
- Escalate complex or sensitive cases and stay updated on policy changes.

### SKILLS

- Effective Time Management
- Creative Problem-Solving
- Efficiency Under Pressure
- Strategic Calendar Management
- Proactive Communication
- Stakeholder Coordination
- Client Relationship Management
- Process Improvement
- Team Leadership
- Performance Management
- Detail-Oriented Execution
- Results-Driven Support

### EDUCATION

#### Holy Angel University

Jun 2011 – May 2015

- Bachelor's Degree In Communication Arts
  - Major in Advertising and Public Relations