


# NORIELYN VILLANUEVA

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## EXECUTIVE ASSISTANT | ADMINISTRATIVE & CUSTOMER SUPPORT VA

Highly organized and proactive Executive Assistant and Administrative Support professional with 6+ years of experience supporting executives, startups, and service-based businesses across, USA, Australia and New Zealand. Experienced in calendar and inbox management, CRM administration, customer support, onboarding coordination, scheduling, and operations support in fast-paced remote environments.

Strong background in client communication, cross-functional coordination, workflow management, and process improvement. Skilled at managing multiple priorities independently while maintaining professionalism, attention to detail, and excellent customer service.

## CORE SKILLS

- Executive & Administrative Support
- Calendar & Inbox Management
- Customer Service & Client Communication
- CRM Management & Data Entry
- Appointment Scheduling & Coordination
- Project & Operations Support
- Lead Follow-Ups & Client Retention
- Process Improvement & Workflow Organization
- Reporting & Documentation
- Cross-Functional Team Coordination
- Remote Work Collaboration

## TOOLS & PLATFORMS

Google Workspace | Microsoft Office 365 | HubSpot | Salesforce | OfficeRnD | Asana | ClickUp | Trello | Slack | Zoom | Calendly | Notion | Basecamp | Dropbox | Better Proposal | Xero | QuickBooks | ChatGPT | Otter.ai

## **PROFESSIONAL EXPERIENCE**

### **Executive Assistant | Project Coordinator (Remote)**

#### **BruntWork – Coworking & Beauty Industry Client (Australia)**

November 1, 2025 – April 30, 2026

#### **Responsibilities & Achievements:**

- Managed onboarding workflows and coordinated tasks for 200+ member accounts while ensuring timely completion of deliverables
- Maintained accurate CRM records using HubSpot and OfficeRnD for reporting and operational tracking
- Coordinated scheduling, internal communications, and follow-ups between teams and clients
- Assisted with administrative operations, process documentation, and workflow organization
- Helped improve turnaround time for client deliverables through proactive coordination and task management

### **Executive Sales Assistant (Remote)**

#### **BruntWork – Healthcare Education & VR Technology Client (New Zealand)**

February 1, 2025 – September 30, 2025

#### **Responsibilities & Achievements:**

- Supported onboarding and implementation processes for new clients and partners
- Managed CRM updates, licensing records, scheduling, and follow-up communications
- Coordinated meetings and assisted with post-sales administrative tasks
- Communicated with clients and internal teams to resolve issues and maintain project timelines
- Assisted with customer support inquiries and administrative documentation

### **Business Development Manager | Administrative Support (Remote | Part-Time)**

#### **BruntWork – Education Services Client (Australia)**

September 1, 2024 – January 31, 2025

#### **Responsibilities & Achievements:**

- Managed onboarding, re-enrollment, and offboarding processes for students and clients
- Maintained accurate records and monitored financial tracking systems
- Achieved high student retention through proactive communication and customer support

## **Executive Assistant | Project Manager | Operations Support (Remote)**

### **Ginormous B2B Marketing (Australia)**

August 1, 2020 – July 31, 2024

#### **Responsibilities & Achievements:**

- Provided executive support including inbox management, calendar coordination, meeting scheduling, and travel arrangements
- Coordinated projects across multiple client accounts while tracking timelines and deliverables
- Managed onboarding, offboarding, contract renewals, and administrative workflows
- Supported lead generation, CRM updates, client communication, and account coordination
- Assisted leadership with operational tasks, reporting, and process improvements
- Helped improve service delivery and client retention through organized communication and proactive support

## **Appointment Scheduler (Remote)**

### **Farmers Insurance (Texas, USA)**

September 2018 - September 2020

#### **Responsibilities & Achievements:**

- Scheduled and confirmed high-volume inbound and outbound insurance appointments for prospective clients across Texas, achieving a consistent 30% appointment conversion rate through effective communication and rapport building.
- Conducted lead qualification, follow-up calls, and CRM data management to ensure accurate client records, timely scheduling, and seamless coordination between agents and prospects.
- Utilized consultative sales and objection-handling techniques to engage potential customers, increase appointment show rates, and support overall business growth in a remote work environment.

## **Lead Verification | Account Verification Specialist**

### **TaskUs Inc. (US based - Onsite BPO| Health)**

July 2014 - August 2018

#### **Responsibilities & Achievements:**

- Conducted outbound verification calls to U.S.-based healthcare providers and medical practices to validate provider credentials, practice details, and directory information in compliance with HIPAA standards.
- Achieved a consistent 60% verification and conversion rate through effective communication, relationship building, and accurate account validation processes.
- Maintained accurate records and updated CRM/database systems with verified provider information, ensuring data integrity, regulatory compliance, and timely reporting.

## **Sales Associate**

### **US Autoparts (US based - onsite BPO | Retail)**

October 2010 - October 2011

#### **Responsibilities & Achievements:**

- Assisted customers with automotive parts inquiries, order processing, and product recommendations for U.S.-based retail accounts, consistently exceeding sales targets through consultative selling and strong customer relationship management.
- Utilized upselling and cross-selling techniques to identify customer needs, increase product sales, and contribute to overall team revenue growth and customer satisfaction.
- Managed customer accounts, order tracking, and issue resolution through CRM and order management systems, ensuring accurate documentation, timely follow-ups, and a seamless customer experience.

## **Customer Services Representative**

### **Bell Mobility (Canada based - onsite BPO | Telecom)**

September 2009 - September 2010

#### **Responsibilities & Achievements:**

- Provided customer support for Canada-based telecom accounts, assisting customers with billing inquiries, mobile plan upgrades, technical concerns, and account management while delivering a high level of customer satisfaction.
- Consistently exceeded sales and retention targets by utilizing consultative selling, upselling mobile products and services, and building strong customer relationships.
- Resolved customer issues efficiently through CRM and support systems, ensuring accurate documentation, first-call resolution, and compliance with company service standards.

## **Retention Specialist**

**Experian (US based - onsite BPO | Financial)**

July 2008 - July 2009

### **Responsibilities & Achievements:**

- Handled inbound customer calls for U.S.-based financial accounts, assisting clients with billing concerns, account inquiries, and cancellation requests while delivering professional and empathetic customer service.
- Consistently exceeded KPI and retention goals by successfully retaining at least 35% of customers through effective objection handling, problem-solving, and relationship-building skills.
- Accurately documented customer interactions and account updates within CRM systems, ensuring compliance with company policies and maintaining high-quality service standards.

## **CERTIFICATIONS**

- HubSpot Sales Software Certified
- HubSpot Email Marketing Certified
- QuickBooks Certified
- Executive Assistant Training – EA Institute
- Go High Level Management Course
- Asana Workflow Specialist Certified

## **EDUCATIONAL BACKGROUND**

**Centro Escolar University** - Mendiola Manila

Bachelor of Science in Psychology

1995 - 1999 (Undergraduate)