

Charmy Amo

Lopez Jaena Rizal-Pob., Dumangas, Iloilo, Philippines

charm.amo01@gmail.com | +63 916 521 2383

Date of Birth: May 4, 1995 | Nationality: Filipino Languages:

Hiligaynon (native), Tagalog (C2), English (C1)

Professional Summary

Experienced and proactive Customer Support and Administrative Specialist with over 4 years of experience in client communication, job scheduling, invoicing, and system integrations. Proven track record in lead qualification, social media management, content creation, and digital marketing support for service-based and e-commerce businesses. Skilled in Canva, Mailchimp, WordPress, Shopify, WIX, and analytics tools to improve engagement, customer retention, and campaign performance. Detail-oriented, adaptable, and thrives in fast-paced environments.

Work Experience

Operations and Customer Service Virtual Assistant Yong

Kang TCM Clinic Pte Ltd (Singapore)

– Singapore | Jun 2023 – Mar 2026

- Managed multi-channel client communication including email, chat, and social platforms
- Assisted in social media coordination and marketing-related updates
- Scheduled jobs and coordinated logistics using internal systems
- Qualified leads and managed client interactions using Wati and Voltade
- Assisted in quoting, invoicing, and Xero data entry
- Maintained and updated website content through WordPress, Shopify, and WIX
- Supported email marketing campaigns via Mailchimp
- Coordinated with team members for promotions, updates, and campaign execution
- Assisted in reporting, system migration, and process documentation

General Virtual Assistant – Marketing Eternus

Global Ltd Company

– Barotac Nuevo | Oct 2022 – Mar 2023

- Created marketing visuals using Canva aligned with brand identity
- Managed social media accounts and scheduled content posts
- Performed SEO updates to improve website visibility
- Compiled analytics reports and suggested content improvements
- Supported email marketing campaigns using Mailchimp

National Sales Support – TSR Nearsol

– Convergent

– Iloilo | Jan 2021 – Aug 2021

- Provided tech support across chat, email, and calls
- Troubleshooted connectivity and hardware issues
- Supported internal system upgrades and documentation
- Assisted in customer experience improvement and issue resolution

Customer Support Representative Eperformax

Contact Centers and BPO

– Roxas City | Jun 2020 – Dec 2020

- Delivered front-line support for e-commerce customers across email and chat channels
- Tracked and followed up on orders with high accuracy and attention to detail
- Responded to customer inquiries and assisted with app troubleshooting
- Handled complaints, disputes, and escalations professionally and efficiently
- Acted as liaison between customers and sellers to resolve issues and ensure customer satisfaction and retention

IT Officer / Executive Assistant

Solina Beach and Nature Resort

– Carles, Iloilo | Jul 2019 – Feb 2021

- Led IT operations and served as liaison across multiple departments
- Reviewed compliance and vendor documentation
- Provided onsite IT support and maintained hardware/software systems
- Managed CCTV systems and overall IT infrastructure
- Documented SOPs and contributed to long-term IT planning
- Spearheaded implementation of a stand-alone LAN/WAN-based system
- Handled administrative tasks including quoting, invoicing, and data entry (Xero)

Skills

- **Web & Marketing**
WordPress, Shopify, Wix, SEO (Search Engine Optimization), Canva (Content Creation), Social Media Management, Meta Business Suite, Google Business Profile, Mailchimp (Email Marketing), Google Analytics
- **Client Communication & Collaboration**
Email, chat, and social media communication, Customer engagement and retention, Professional tone and timely responses, Zoom, Microsoft Teams, Google Meet, WhatsApp, Telegram
- **Finance & Admin**
Quoting, invoicing, data entry, Xero proficiency, Calendar management, Documentation and reporting, Calendly
- **Compliance & Operations**
Process documentation, SOP creation, Job scheduling and coordination
- **CRM, Productivity & Office Tools**
Salesforce, Wati, Voltade, Google Workspace (Google Docs, Sheets, Calendar, Drive, Gmail), Microsoft Office Suite (Word, Excel, PowerPoint)
- **Soft Skills**
Time management, Attention to detail, Problem-solving, Adaptability, Organization, Communication skills, Multitasking

Education

Bachelor of Science in Information Technology

Iloilo Science and Technology University – Dumangas Campus Nov 2012-

Mar 2017