

Maria Margarita Bayutas

Virtual Assistant



Contact

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Mesa Manila, Philippines

About Me

I am a proactive and dedicated virtual professional, focused on becoming a seamless extension of your workflow. I don't just wait for tasks; I anticipate needs. My core mission is to safeguard your time and amplify your brand's presence through proficient schedule management, meticulous data organization, and the creation of engaging content that reflects your unique voice.

What I bring is a commitment that goes beyond a checklist: a relentless work ethic, a fast-learning mindset, and an unwavering dedication to your confidentiality and success. I am seeking a partnership with a visionary client where my proactive support and fresh perspective can become a direct contributor to your efficiency and growth.

Professional Summary

Helping entrepreneurs and executives save time, stay organized, and grow their businesses. As a proactive Virtual Assistant and Social Media Manager, I specialize in streamlining operations, managing critical administrative tasks, and creating engaging social media strategies that strengthen brand presence and drive results. With strong attention to detail, excellent communication skills, and a commitment to excellence, I provide reliable support that increases productivity and allows clients to focus on what matters most—scaling their business. If you're looking for a dependable professional who takes initiative and delivers high-quality work, I am ready to become a valuable asset to your team.

Work Experience

Virtual Asst/ Social Media Manager Oct 2024- present
Caliente Cocina

Developed and executed data-driven social media strategies aligned with business objectives to increase brand awareness and drive engagement.

Created, scheduled, and published compelling multimedia content across all major platforms (Facebook, Instagram)

Fostered community growth by actively monitoring interactions, responding to messages, and building loyal customer relationships.

Conducted ongoing audience and competitor research to identify trends and capitalize on new opportunities.

Conceptualized and managed a user-generated content campaign that increased community engagement by 50% and generated over 200 pieces of authentic brand content

Streamlined business operations by managing calendars, inboxes, and client communications while implementing automation tools and SOPs, resulting in 10+ hours saved weekly and zero missed deadlines across all administrative tasks.

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Skills

- **VIRTUAL ASSISTANCE SKILLS**

Email & Calendar Management, Travel

Coordination, Data Entry, Project

Management Tool (Trello), Customer

Support, Confidentiality, Creativity

- **SOCIAL MEDIA MANAGEMENT SKILLS**

Content Strategy, Community

Management, Analytics & Reporting,

Graphic Design (Canva, Copywriting)

- **Professional Soft Skills**

Proactive Communication

Time Management & Organization

Attention to Detail

Problem-Solving

Adaptability & Fast Learning

English Level : C2

Work Experience

Online Seller/Entrepreneur

Studio 29

Jan 2016- Aug 2024

Manage full-cycle e-commerce operations, including product listings, inventory tracking, and order fulfillment.

Analyze sales metrics to identify growth opportunities and optimize pricing and marketing strategies.

Develop and maintain strong vendor and customer relationships, ensuring efficient returns and high satisfaction.

Oversee digital marketing initiatives to boost traffic and sales across multiple online platforms..

Lifestyle Manager

Manila GirlFriday

2016 - 2022

Provided personal and executive assistance to clients, including schedule coordination and travel management.

Organized events, managed logistics, and maintained client confidentiality.

Managed email correspondence, documentation, and record-keeping with high accuracy.

Supported daily operations through effective prioritization and communication.

HR Administrator

ANZ Facilitators. Inc.

Nov 2007 - Aug 2008

Maintained and updated employee databases and HR records in compliance with company policy.

Supported recruitment: posted jobs, screened resumes, and coordinated interviews and background checks.

Streamlined the recruitment lifecycle from job posting to interview scheduling, enhancing the efficiency of the hiring process.

Facilitated a seamless onboarding experience for new hires, coordinating logistics and benefits to promote early engagement.

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Certifications

University of the Philippines 11 Nov 2025

Massive Open Distance eLearning

Policies and Strategies for Climate and Disaster Resilience

Canva Visual Suite 11 Nov 2025

Certificate # 7ae842

Canva Design Essentials 13 Nov 2025

Certificate # 27eb2a

Go High Level Philippines 9 Nov 2025

Unlock Your Skills and Business Potentials with Go High Level

Social Media Academy 04 August 2025

- Copywriting Training
- Social Media Management
- Basic Video Editing
- Basic Graphics Editing

TEFL (Teaching English as a Foreign Language)

TR#9151518429 April 2025

University of the Philippines

Massive Open Distance eLearning

Gender Sensitivity Training

11 March 2023

TESDA (Technical Education and Skills Development Authority)

International Labour Organization Online Courses

Module 1 Crafting Your Career

29 September 2023

Module 2 Your Guide to Job Readiness

27 September 2023

Module 3 Building Human Skills for Career Success

27 September 2023

Work Experience

Executive Assistant to the CEO

Pacific Directories, Inc,

Jan 2000 - Oct 2007

Served as the strategic right hand to the CEO, managing a complex calendar, gatekeeping communications, and prioritizing tasks to maximize executive productivity.

Anticipated needs by preparing detailed briefings, reports, and presentations for high-level meetings, ensuring the executive was always impeccably prepared.

Orchestrated complex domestic and international travel, crafting detailed itineraries and managing all logistics for seamless executive engagements.

Acted as a confidential liaison between the CEO and internal/external stakeholders, ensuring clear communication and advancing key business priorities.

Conducted targeted research and compiled data into actionable insights to directly support strategic decision-making and special projects.

Managed highly sensitive and confidential information with the utmost discretion, serving as a trusted partner in all business matters.

Streamlined executive workflows by implementing new organizational systems that saved several hours per week in administrative tasks.

Took ownership of key special projects from inception to completion, ensuring all objectives were met on deadline and within scope.

Administrative Officer

Premiere Holidays, Inc.

May 1987- Nov 1999

Handled all administrative, clerical, and bookkeeping duties, including petty cash, A/P and A/R tracking.

Prepared contracts, reports, and sales documentation for the management team.

Maintained office supplies and improved inventory control efficiency by streamlining requests.

Provided operational and administrative support to the Business Development Director on priority assignments
