

DARLYN BARLETA

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SUMMARY

Executive & Virtual Assistant with 5+ years of experience supporting executives, managing CRM systems, coordinating operations, and handling client communications in fast-paced remote environments. Skilled in calendar and email management, executive support, project coordination, CRM administration, and client relations. Recognized for improving organizational efficiency, maintaining confidentiality, and delivering responsive support across multiple time zones.

KEY ACHIEVEMENTS

- Maintained a 95% same-day response rate for executive communications and client inquiries.
- Managed executive calendars with 50+ meetings per month across multiple time zones with zero scheduling conflicts.
- Contributed to a 25% increase in repeat travel bookings through strong client relationship management.

WORK EXPERIENCE

Executive Assistant | Agentsync

March 2023 – June 2025

- Managed complex executive calendars with 50+ meetings per month across multiple time zones, ensuring zero scheduling conflicts.
- Handled high-volume correspondence while maintaining a 95% same-day response rate for critical emails and inquiries.
- Optimized CRM workflows using ActiveCampaign, HubSpot, and Zoho, improving client data accuracy and reporting efficiency.
- Prepared property reports, executive presentations, and proposals to support strategic business decisions.
- Developed branded content and scheduled social media communications to strengthen online engagement.
- Maintained strict confidentiality when handling sensitive executive and client information.
- Collaborated independently in remote work environments while supporting cross-functional teams.

Head of Admin | Danilson Law

November 2023 – December 2024

- Provided administrative support including scheduling, document management, and file organization.
- Maintained CRM systems, updated lead tracking reports, and ensured accurate business records.
- Supported executives with task coordination, operational support, and marketing materials.
- Improved day-to-day office efficiency through organized workflows and proactive administrative support.

Sales Representative | Travel Agency

October 2020 – December 2022

- Delivered personalized travel solutions that contributed to a 25% increase in repeat bookings.
- Exceeded monthly sales targets through relationship-building and consultative selling techniques.
- Negotiated competitive travel packages to improve profitability and client satisfaction.
- Organized travel itineraries and ensured clients received accurate policy and vendor information.

TECHNICAL SKILLS

Executive Support: Calendar Management, Email Management, Travel Coordination, Meeting Scheduling, Confidential Correspondence

CRM & Operations: HubSpot, Zoho, ActiveCampaign, Lead Tracking, Data Entry, SOP Documentation

Project & Admin Tools: Google Workspace, Microsoft Office Suite, Trello, ClickUp, Calendly, Slack, Zoom

Marketing & Content: Canva, Wix, Social Media Scheduling, Content Creation

EDUCATION

University of Cebu | Bachelor of Arts in Psychology | 2019–2022

Informatics College Cebu | ABM Strand | 2017–2019