

# MA. ROSARIO DE LEON IBEAS

General Virtual Assistant | Social Media Associate | Recruitment & Project Coordinator | Executive Support  
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## PROFESSIONAL SUMMARY

**Virtual/Executive/Personal Assistant: I have been working online in these capacities for more than 10 years with various clients.** This work involved Web Research and Data Entry, handling special events such as weddings and corporate parties, attending to personal and office email, and checking and updating appointment and meeting schedules.

A dedicated and versatile General Virtual Assistant with a strong background in administrative support, social media coordination, recruitment, and project management. Known for my attention to detail, proactivity, and organization, I provide seamless remote assistance to help businesses run smoothly. With hands-on experience in executive-level support, digital content scheduling, and candidate sourcing, I bring a reliable and resourceful presence to any team. I excel in maintaining efficiency, fostering client relationships, and adapting to dynamic work environments.

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## TECHNICAL SKILLS & COMPETENCIES

- **Administrative:** Calendar & Email Management,
- **Digital Marketing:** Social Media Scheduling (Buffer), Content Creation (Canva), Community Engagement.
- **Operations:** Project Management, Data Entry & Research, Inventory & Purchasing, Document Formatting.
- **Technical:** Google Workspace, Microsoft Office (Word, Excel, PowerPoint), Vimeo.
- **HR & Recruitment:** Candidate Sourcing, Resume Screening, Interview Coordination, Training.

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## REMOTE & FREELANCE EXPERIENCE

Virtual Assistant | Self-Employed *Sept 2021 – Present*

- **Multimedia Transcription:** Execute high-fidelity transcriptions of video/audio files, capturing environmental cues and visual transitions for comprehensive documentation.
- Provide high-accuracy transcription for video and audio content, capturing verbatim dialogue and environmental cues.
- **Document Digitization:** Streamline administrative workflows by converting legacy PDF and JPEG files into professional, formatted Word documents.
- Manage complex document conversions (PDF, JPEG, Word), ensuring 100% formatting consistency for client deliverables.
- Execute specialized web research tasks to support client business development and data organization.

### **Christian Writer & Social Media Associate | Christian Organization, USA Aug 2018 – July 2021**

- **Content Strategy:** Managed end-to-end social media presence (Facebook, Instagram, X) for executive leadership.
- **Digital Production:** Designed visual assets via **Canva** and produced video reels of sermons to maximize audience engagement.
- Curated and scheduled daily inspirational content using **Canva** and **Buffer**, increasing audience engagement across Facebook, Instagram, and X.
- **Workflow Automation:** Utilized **Buffer** for content scheduling and **Vimeo** for global video distribution.
- Managed digital media assets on **Vimeo**, organizing Sunday Worship uploads for a global online community.
- Conducted competitive market research on organizations in Austin, Texas, to inform outreach and partnership strategies.
- Drafted and formatted keynote speeches, seminar notes, and articles for executive leadership.

### **Project Officer | DVE, Adelaide, Australia, Sept 2015 – June 2020**

- **Project Administration:** Managed Project Management Contracts and "Close Project" documentation for Higher Education clients.
- **Market Intelligence:** Conducted extensive research across Australian colleges to build a database of key decision-makers.
- **Communication:** Acted as a primary liaison between the company and educational institutions, managing high-volume reporting.
- Maintained accurate records of project management contracts and performed high-volume data entry.
- Facilitated professional communication between company leadership and school personnel across Australia.
- Built a comprehensive lead database by researching and compiling contact data for educational institutions.
- Developed high-impact PowerPoint presentations for project pitches and client orientations.

### **Recruitment Officer | Global Recruitment & Training, Australia March 2014 – Feb 2017**

- **Market Research:** Identified job openings across blue-collar and professional sectors, including IT, Finance, and Hospitality.
- Sourced candidates for diverse sectors, ranging from skilled trades to IT and management professionals.
- **Candidate Branding:** Optimized candidate CVs to align with employer expectations, improving placement rates.
- Optimized candidate CVs and resumes to align with Australian employer expectations and ATS standards.
- **Data Integrity:** Developed and maintained a centralized recruitment tracker via **Google Sheets** with restricted access protocols.
- Developed and managed a centralized **Google Sheets** database to track job openings and candidate status.

### **Social Networking Assistant | Covenant Life International Ministries, USA, Sept 2011 – Feb 2014**

- **Digital Community Engagement:** Managed the Pastor's Facebook presence, curating daily inspirational content and fostering a supportive community environment.
- **Executive Correspondence:** Acted as a primary gatekeeper for the Pastor's email and social media accounts, responding to inquiries and escalating high-priority matters for immediate attention.

- **Logistics & Coordination:** Systematized the collection of daily prayer requests, ensuring accurate and timely delivery to the intercessory prayer team.
  - **Content Research & Archiving:** Conducted in-depth web research to support teaching materials and transcribed voice-recorded seminar lectures to preserve legacy educational content.
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## CORPORATE WORK EXPERIENCE

### Marketing Supervisor / Executive Assistant | Value Care Health Systems, Inc. Oct 1997 – May 2007

- **Executive Proxy:** Served as "Next in Command" to the VP of Marketing, managing corporate proposals and signing on their behalf in their absence.
- **Talent Development:** Spearheaded the end-to-end recruitment and training lifecycle for the sales force, including conducting interviews and "Agent Training" workshops.
- Led HR functions, including end-to-end recruitment, interviewing, and facilitating customer service training.
- **Business Development:** Developed and delivered high-impact product presentations to prospective HMO clients and corporate boards.
- **Operational Reporting:** Authored and presented monthly production reports for **Management Committee (MAN-COM)** and **Operations Committee (OPCOM)** meetings.

### Stock / Purchasing Supervisor | Phil-Data Business Systems, Inc. Sep 1992 – Jan 1995

- **Inventory Oversight:** Reported directly to the President regarding forecasting and arrival logistics for imported IT hardware.
  - Managed inventory control and forecasting for imported products, reporting directly to the President.
  - **Supply Chain Coordination:** Managed local purchasing and international shipment schedules, ensuring optimal stock levels.
  - Coordinated local purchasing and logistics to ensure cost efficiency and timely delivery.
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## EDUCATION

### ST. PAUL COLLEGE, QUEZON CITY

Bachelor of Science in Commerce, Major in Business Management – 1984-1988

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## LEADERSHIP & COMMUNITY INVOLVEMENT

- **Admin | Healing Rooms Ministries | June 2007 – March 2017**

Managed administrative workflows and operations for the ministry, ensuring organized scheduling and efficient communication over a 10-year tenure.

- **Assistant Head / Sunday School Teacher | July 2007 – Oct 2010**

Provided educational leadership and curriculum coordination for the Sunday School department as a core member of the leadership team.

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