



JEN ALEJO

VIRTUAL ASSISTANT

CONTACT ME AT

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Baler, Aurora, Philippines

EDUCATION

Bachelor of Accountancy
Lyceum of Batangas | April 2003

AWARDS & ACHIEVEMENTS

Most Dependable & Reliable VA (2020) –
20Four7VA

TRAINING & CERTIFICATIONS

- Dojo Persuasive Copywriting
- Social Media Management – Social Media Academy (SMA)
- Copywriting Training – SMA
- Basic Video Editing – SMA
- Basic Graphics Editing – SMA

PROFESSIONAL SUMMARY

Experienced Virtual Assistant with 5.7 years in the field, plus 4.5 years handling game chat support. I'm tech-savvy, adaptable, and skilled in Amazon claims and appeals as well as Walmart disputes, SEO and content optimization, social media tasks, and day-to-day administrative support. I'm recognized for my dependability, clear communication, and ability to stay efficient and accurate, whether working independently or with a team.

PROFESSIONAL EXPERIENCE

Operations & Systems Coordinator

Design Dogo, Inc. | Jan 2026 – Feb 2026 (Flexible)

- Managed client sub-accounts within GoHighLevel (Atlas), including the setup, maintenance, and monitoring of workflows, automations, pipelines, tags, and calendars.
- Integrated various platforms such as email systems, landing pages, forms, and third-party tools, reporting, and follow-ups.
- Assisted in client proposals, internal documentation, SEO tasks, content publishing, and website updates, as well as organizing digital assets and maintaining SOPs.
- Collaborated closely with leadership, developers, and cross-functional teams to ensure operational efficiency and system accuracy.
- (This role was temporarily paused due to organizational restructuring and shifting business priorities requiring resource reallocation.)

Amazon Claims & Walmart Disputes Specialist & Supervisor

NDI (20four7VA) | July 2019 – Feb 2025

• Amazon & Walmart Claims Processing

Processed Amazon Chargeback, A-to-Z, FBA, Safe-T claims, and Walmart disputes by performing detailed investigations, evidence preparation, and timely follow-ups. Ensured accurate documentation and strategic case handling, successfully recovering approximately **\$1.5M** in refunds and strengthening overall marketplace compliance.

• Logistics Refunds & Inventory Tasks

Handled UPS/FedEx refund claims, validated shipping issues, and ensured reimbursement accuracy. Managed SKU updates, pricing adjustments, inventory checks, and consignment reports, supporting smooth marketplace operations and minimizing losses caused by shipping discrepancies or listing errors.

• PPC, SEO, Appeal & Listing Optimization

Managed Amazon PPC campaigns, conducted SEO research, optimized keyword targeting, and maintained product listings—including inactive SKUs—across Amazon and Newegg. Handled Amazon product listing removal appeals to restore suppressed or flagged ASINs. Improved product visibility and sales performance by ensuring metadata accuracy, competitive pricing, and consistent marketplace compliance.

CORE COMPETENCIES

- **Operations & Administrative:** Time management, multitasking, accuracy, confidentiality, leadership & team supervision, continuous learning.
- **Problem-Solving & Analytical:** Critical thinking, financial reporting, bookkeeping & auditing, solution-oriented mindset.
- **Digital Marketing & eCommerce:** SEO, keyword optimization, copywriting & content creation, social media management & community engagement, basic graphic design, photo/video editing, dropshipping, PPC, claims processing, product listing, marketplace management.
- **Soft Skills:** Effective communication, creativity & storytelling, adaptability & flexibility, collaboration & relationship building, patience, professionalism, prioritization.

- **Dropshipping, Invoicing & Operations Support**
Oversaw dropshipping workflows, order routing, and fulfillment coordination while preparing invoices and addressing daily operational needs. Maintained accuracy across multiple platforms, helping streamline processes and support timely order delivery, inventory integrity, and overall eCommerce efficiency.

- **Team Leadership & Quality Oversight**
Supervised a remote team by providing training, assigning tasks, and reviewing outputs for quality and accuracy. Ensured adherence to SOPs, resolved escalations, and guided team members in managing complex claims and operational challenges for consistent performance and timely results.

SEO Specialist / Marketing Strategist / Facebook Ads Expert

Prayvin | Mar 2019 – Apr 2019

- **SEO Strategy & Ranking Optimization**
Developed targeted SEO strategies, keyword plans, backlinking campaigns, and content recommendations to improve online visibility. Conducted audits, analyzed competitor trends, and provided actionable insights that contributed to better search rankings and stronger overall digital presence.

- **Facebook Ads & Social Media Support**
Assisted in managing Facebook Ads campaigns from setup to ongoing optimization, creating engaging ad creatives and reviewing performance metrics to guide improvements. Also produced social media content that aligned with the brand's goals, helping boost reach and keep engagement consistent within a short project timeline.

- **Competitor & Market Research**
Performed in-depth competitor analysis to uncover keyword gaps, market opportunities, and strategic angles for brand positioning. Provided recommendations that supported the company's digital growth efforts and informed future marketing decisions.

Chat Moderator

LMS PH | Feb 2019 – Mar 2019

- **Community Chat Support**
Handled real-time chat interactions, responded to user inquiries, and maintained a positive and engaging environment. Ensured smooth communication flow by moderating conversations, addressing user concerns, and reinforcing community guidelines for a safe and welcoming online space.

Content Writer (SEO Backlinking Specialist)

Supportware – Boostability | Mar 2018 – Oct 2018

- **SEO Backlinking & Content Writing**
Executed backlinking campaigns, created SEO-optimized articles, and ensured proper keyword placement across various industries. Improved search engine performance by maintaining content quality, relevance, and alignment with ranking requirements for multiple client websites.

TECHNICAL & SOFTWARE SKILLS

- Productivity & Collaboration Tools: Microsoft Office Suite, Google Workspace, Slack, Microsoft Teams, Zoom.
- Design & Content Tools: Canva, CapCut, Clipchamp, PicWish, Movavi Photo Editor, Audacity.
- Customer Support & CRM: Zendesk, Salesforce, GoHighLevel (basic proficiency).
- Project & Task Management: Trello, Monday.com.
- E-commerce Platforms: Amazon Seller Central, Walmart Seller Center, SellerCloud, Newegg, BestBuy.
- Social Media & AI Tools: Meta Business Suite, Hootsuite, Meta AI, ChatGPT, Google Gemini, ElevenLabs.

Zynga Player Advocate / Game Chat Support CSR

Telus International | Oct 2013 – Mar 2018

• Player Support & Issue Resolution

Delivered customer support via chat and email using Salesforce and Zendesk, handling account issues, **escalations**, gameplay concerns, and bug reports across global gaming communities. Consistently maintained high customer satisfaction by providing accurate troubleshooting, clear professional communication, and fast response times. Successfully resolved a wide range of inquiries, technical issues, and account-related concerns with efficiency and attention to detail.

Web Content Editor / SEO Analyst / Bookkeeper / Accounting Supervisor / Auditor

Various Companies | 2003 – 2013

• Content Management & SEO Improvement

Updated website content, optimized pages for SEO, managed product uploads, and coordinated ad campaigns. Strengthened online visibility through keyword improvements and content revisions, ensuring consistency and accuracy across multiple platforms and business websites.

• Financial Operations & Audit Support

Managed bookkeeping, payroll, financial reports, and audit preparation while ensuring compliance with accounting standards. Maintained organized financial records, assisted in internal audits, and supported management by providing accurate data for decision-making.

RELEVANT EXPERIENCE -

Social Media Manager (Freelance)

Moments Galore & Twin's Photo Baler

2019 – Present

(Supported these social media pages through consistent, **pro bono** content management)

- Plan and manage content calendars for Facebook pages and a YouTube channel, including designing visuals, scheduling posts, and coordinating uploads.
- Maintain brand consistency by organizing content, following optimized posting routines, and using trend-based strategies to improve reach and engagement.
- Respond to messages and inquiries, ensuring active and professional audience interaction.
- Create on-brand graphics and short-form videos tailored to each business's style and goals.
- Track insights and analyze performance trends to refine strategies and strengthen overall online presence.
- Assist and support various local businesses and community pages with content creation, page management, and audience engagement.