

# Manuel Serrano

**Remote Operations Specialist • Virtual Assistant • Executive Support**

mvpsserrano@gmail.com • WhatsApp: +63-915-492-4055 • linkedin.com/in/mvpsserrano

---

**Dear Hiring Manager,**

I am writing to express my interest in the **Remote Operations Specialist** position. With 20 years of remote operations experience supporting U.S. and Canadian business owners across real estate, legal, marketing, and executive administration, I bring proven reliability, broad technical capability, and native-level English fluency to every role I take on.

Over two decades working exclusively for remote employers, I have managed CRE databases and property listings, handled legal filings and contract drafting, run full marketing departments solo, executed SEO campaigns that achieved page 1 rankings across Google, Yahoo, and Bing, and built lead generation systems from scratch using AI tools. I am equally comfortable owning a single high-priority function or supporting a busy executive across multiple workstreams.

I am a self-starter. I take initiative, require no supervision, and consistently deliver above expectations. I do not wait to be told what to do, I identify what needs to be done and do it.

**What two of my clients have said:**

*“He’s definitely a self-starter and requires little or no supervision, highly skilled in communication, both on the phone and email.”*

— Michael, Co-Founder, SelfScore.com

*“Manuel is just an excellent person all the way around. He’s capable, imaginative, and relentlessly hardworking.”*

— Jaeson, Creative Director, NMG Lead Attraction & Generation

I am based in Manila, Philippines, operate on a 500Mbps fiber connection, and am available to start immediately. I am open to part-time or full-time arrangements and committed to building a long-term working relationship.

I would welcome the opportunity to discuss how I can support your team. Please reach out via email at mvpsserrano@gmail.com or WhatsApp at +63-915-492-4055.

Sincerely,

**Manuel Serrano**

# Manuel Serrano

**Remote Operations Specialist • Virtual Assistant • Executive Support**

mvpsserrano@gmail.com • WhatsApp: +63-915-492-4055 • linkedin.com/in/mvpsserrano

## PROFESSIONAL SUMMARY

Versatile remote operations professional with 20 years of experience supporting U.S. and Canadian business owners across real estate, legal, digital marketing, and executive administration. Proven across CRE database management, lead generation, SEO, social media, email marketing, legal support, and executive assistance, all delivered remotely without supervision. Native-level English fluency, broad technical toolkit, and a track record of owning entire functions as a one-person team. Available immediately.

## CORE COMPETENCIES

Executive Administration	SEO & Digital Marketing	Legal & Admin Support
CRE Database Management	CRM Management	Podcast Production
Lead Generation	Social Media Management	AI Tools & Automation
Email & Newsletter Marketing	Project Coordination	Data Mining & Research

## TOOLS & SOFTWARE

WordPress	Carrot	GMB	Trello	Google	Audacity
RealNex	MailChimp	ChatGPT	Asana	Workspace	Hootsuite
Podio	Brevo	Claude AI	Slack	Microsoft	CallRail
HubSpot	MLS	Canva	Zoom	Office	PDF
Salesforce	Winmo	CapCut	Dropbox	MS Teams	DocuSign

## WORK EXPERIENCE

### COMMERCIAL REAL ESTATE DATABASE MANAGER

**Jun. 2023 to Apr. 2026**

MedWest Realty • California, USA • Remote

- Manage 43+ active MOB listings and maintain a 5,000+ property comp database in RealNex, ensuring data accuracy and accessibility for brokers and the internal team
- Build and update 43+ MOB property webpages on WordPress, keeping listings current and professionally presented across the company site
- Create and manage MOB listings across multiple CRE platforms, maximizing property visibility to qualified buyers and tenants
- Serve as the operational backbone for the company's digital listing infrastructure, proactively identifying and resolving data inconsistencies before they reach the broker

### LEGAL AND MARKETING ASSISTANT

**Aug. 2024 to Jan. 2025**

Law Offices of Christine Chigbu, PC • California, USA • Remote

- Maintained and organized the firm's case database and file systems, ensuring documents were accurate, accessible, and compliant
- Handled online court filings, drafted client contracts, and sent regular case status updates, reducing administrative bottlenecks for the attorney
- Managed the firm's full marketing operation on social media, email campaigns, podcast production, and YouTube channels as a one-person department

## **SALES & MARKETING**

**Mar. 2023 to Aug. 2024**

WheverTransfers • California, USA • Remote

- Built targeted prospect lists by extracting business contact details from Google My Business and Facebook Pages for cold email outreach campaigns
- Used AI writing tools to craft cold email sequences that bypassed spam filters and improved deliverability across hundreds of sends per month
- Executed and monitored daily email campaigns, maintaining consistent pipeline activity for the sales team

## **REAL ESTATE VIRTUAL ASSISTANT**

**Sep. 2023 to Jan. 2024**

Boise Home Offers • Idaho, USA • Remote

- Managed and updated lead records in Podio, keeping the acquisition pipeline organized and current
- Drafted offer agreement contracts, supporting faster deal turnaround for the acquisitions team
- Conducted Driving for Dollars research and compiled FSBO lists, directly feeding the top of the deal pipeline with new motivated seller leads

## **VIRTUAL ASSISTANT**

**Jun. 2021 to Jul. 2023**

Learn Fountain Inc. • Utah, USA • Remote

- Mined and compiled targeted contact lists from CareerBuilder, building outreach databases that supported the company's member acquisition efforts
- Managed and maintained HubSpot CRM, ensuring contact records stayed clean, tagged, and up to date across a growing member base
- Coordinated onboarding and training material delivery for new members, supporting a smooth and consistent member experience

## **REAL ESTATE EXECUTIVE ADMINISTRATIVE ASSISTANT**

**Jan. 2020 to Jan. 2023**

GTA House Buyers • Toronto, Ontario, Canada • Remote

- Performed property comps analysis using MLS data and prepared offer contracts, supporting the acquisitions team in making fast, informed buying decisions
- Built and promoted property webpages using Carrot, driving seller and buyer traffic through integrated MailChimp email campaigns
- Supported property management operations by resolving tenant issues promptly, reducing escalations and maintaining landlord-tenant relationships

## **PARTNERSHIPS COORDINATOR**

**Nov. 2017 to Oct. 2019**

Mars Reel Media Corp. • California, USA • Remote

- Researched to identify potential brand partners by mining company contact details via Winmo and LinkedIn
- Executed outbound outreach to decision-makers at target companies, building a pipeline of partnership opportunities for the business development team
- Managed content submissions to the company website and coordinated placements with USA Today, supporting the brand's media presence

## **EXECUTIVE ADMINISTRATIVE ASSISTANT**

**Jun. 2017 to Oct. 2017**

BKLYN Software, Inc. • New York, USA • Remote

- Coordinated across a distributed global team to track and advance open projects, keeping communication clear and timelines on schedule
- Managed executive email inbox, providing timely client support responses for professional client experience
- Produced and distributed a weekly company newsletter using SendInBlue, maintaining consistent internal and external communications
- Conducted UX testing on apps and websites in development for any usability issues before product launch

## **ONLINE MARKETING MANAGER**

**Aug. 2015 to Jan. 2017**

Limousine Expert • Texas, USA • Remote

- Built targeted corporate prospect lists by mining business emails via Salesforce, LinkedIn, and online directories
- Designed and executed lead generation email campaigns on behalf of clients, delivering hundreds of targeted outreach emails monthly
- Managed the full campaign workflow end-to-end — from list building to send — giving clients a turnkey outbound sales operation

## **PODCAST ASSOCIATE PRODUCER**

**Apr. 2014 to Feb. 2017**

1 Simple Thing Podcast • Tennessee, USA • Remote

- Booked and coordinated podcast guests, managed episode prep materials, and ensured smooth production workflows for each recording
- Grew the podcast's social media presence through consistent promotional content scheduling across multiple platforms
- Managed and maintained the podcast website, keeping episode archives, show notes, and subscriber resources current and functional

## **SOCIAL NETWORK ACCOUNTS MANAGER**

**Dec 2011 to Oct 2013**

Recon Instruments • Vancouver, BC, Canada • Remote

- Managed multiple client social media accounts across Facebook, Twitter, and Google+, maintaining consistent brand voice and posting cadence
- Grew several accounts from zero to hundreds and thousands of real, targeted followers through organic engagement and audience-building strategies
- Produced weekly performance reports tracking follower growth and engagement, keeping clients informed on progress against targets

## **SEO PROJECT MANAGER**

**Jul. 2010 to Dec. 2013**

Napanee Marketing Group • Ontario, Canada • Remote

- Planned and executed SEO link-building campaigns across multiple client sites, ranking websites on page 1 of Google, Yahoo, and Bing across several different niches
- Conducted keyword research and built monthly rank-tracking reports, giving clients clear visibility into search performance and campaign progress
- Assembled and directed a small team of link builders to scale link building efforts for maximum results

## **EDUCATION**

---

**Associate of Arts Degree in Legal Assistance (Paralegal) • Dean's List**

**Aug. 1992 to Jun. 1995**

Los Angeles City College, Los Angeles, CA

## **PREVIOUS EMPLOYER TESTIMONIALS**

---

“He had unique ideas and pushed reports in a proactive manner. He's definitely a self-starter and requires little or no supervision, highly skilled in communication, both on the phone and email.”

— Michael, Co-Founder, SelfScore.com

“Manuel is just an excellent person all the way around. He's capable, imaginative, and relentlessly hardworking.”

— Jaeson, Creative Director, NMG Lead Attraction & Generation