

NICOLETTE JAKE GALON

General Virtual Assistant

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PROFESSIONAL SUMMARY

Detail-oriented and tech-savvy General Virtual Assistant with experience in administrative support, social media management, and website development. Adept at streamlining operations, enhancing digital presence, and managing client interactions efficiently. Skilled in automation, email management, and project coordination, with a proactive approach to problem-solving and improving workflows. Committed to delivering high-quality support to businesses and entrepreneurs.

PROFESSIONAL EXPERIENCE

Freelance Virtual Assistant | April 2023 - March 2026

- Designed and implemented lead capture funnels and optimized product pages, increasing conversion rates by 25%.
- Automated website features, reducing manual interventions and improving efficiency by 30%.
- Developed SEO-optimized websites and content, improving search engine rankings and online visibility.
- Created and managed social media content, leading to a 40% increase in audience engagement.
- Planned and executed targeted social media ad campaigns, resulting in a 20% boost in client leads.
- Managed e-commerce websites (Shopify, WordPress, Wix, Hostinger, Go High Level) and ensured seamless user experiences.
- Provided administrative support, including professional email management, invoicing, and client scheduling.
- Organized project management tasks using Trello and Asana to improve workflow and task tracking.
- Created and executed impactful email marketing campaigns that enhanced client engagement and retention.

Event Coordinator & Social Media Manager | December 2019 - February 2020

- Created and scheduled engaging social media content, increasing event awareness by 35%.
 - Assisted in coordinating logistics for weddings and events, ensuring seamless execution.
 - Managed communication with vendors and guests, streamlining event operations.
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CORE SKILLS & COMPETENCIES

- **Administrative Support & Email Management** – Efficient in managing emails, scheduling, invoicing, and client communication.
 - **Project Coordination** – Proficient in organizing workflows using Trello and Asana.
 - **Social Media Management & Marketing** – Experienced in content creation, engagement strategies, and ad campaign management.
 - **Website & E-Commerce Management** – Skilled in website development (Shopify, WordPress, Wix, Go High Level) and SEO optimization.
 - **Graphic Design & Content Creation** – Proficient in Canva for designing marketing materials and branding assets.
 - **Customer Service & Problem-Solving** – Strong communication and issue-resolution abilities to enhance client satisfaction.
 - **Technical Proficiency** – Familiar with CRM tools, data entry, and basic troubleshooting for seamless operations.
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TECHNICAL TOOLS & SOFTWARE

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| <ul style="list-style-type: none">• MS Office Suite & Google Workspace• SEO & Ads Campaign Management | <ul style="list-style-type: none">• CRM/GHL• Canva /Capcut• Trello & Asana• Shopify, WordPress, Wix, Hostinger |
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