

Kim Mallari Barrera

VIRTUAL ASSISTANT

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Education

- **Virtual Assistance Course with Gold Certificate**
Filipino Virtual Assistance Academy (Surge) 2020
VA tasks, Social Media basics, Social Media Marketing, Simple Website Creation, Content Marketing, SEO Strategies, Lead Generation, Basic Ads, Email Marketing and Youtube Optimization
- **De La Salle College of Saint Benilde (2012-2014)**
Understanding Deaf Community, Culture and Sign Language Interpretation

Skills

- Web Design (Wix and Wordpress tool)
- Branding or Graphic Designing (Canva)
- Social Media Management tools (Hootsuite, Business Suite)
- Task/ Project Management (Asana, Gsuite and other Google tools)
- SEO Strategies (On page and Off page Optimization)
- Product Marketing (Social Media platforms and Gmail)
- Customer Service (Using online store apps (Shopee & Lazada , WhatsApp and Facebook and Tiktok.

Character References:

- Jehcy Adorna (Jezz Academy and BeCool Online Shop Owner)
jehcyadorna@gmail.com-based in the Philippines
- Spencer Cabildo (CEO of Digiters and Co-Founder of Nala)
Geneva, Switzerland
Email: spencerc@digiters.co



Work History

- Team Fridays Marketplace (2024)
• Virtual Assistant, Social Media Manager
- Website Builder Australia (2024)
• Project Manager for Website Development
- Client Growth Strategy (Venessa Almonds) (2024)
• Website Development and Maintenance
- Jezz Academy (Website & Design Online School) (2023)
• Social Media & Website Manager (Facebook, Tiktok, Instagram posting, marketing
Managing the students online
Conducting Zoom meetings with the students

BeCool Online Shop (2022)

- Social Media Manager (Facebook, Tiktok and Instagram posting, marketing)
- Video editing, and graphic designing using the Canva app
- Customer Service (Answering customers' inquiries and preparing their orders such as drop shipping)

Digiters and Nala Care (2021)

- Lead Generation Specialist (Using D7 tool to generate leads, cold calling and email marketing)
- App tester (Checking the software's functionality, recording and documenting the tests)
- Social Media Manager (Facebook, Instagram, Tiktok, and Youtube posting using thumbnails and hashtags)

Health Conscious People -(2020)

- Social Media Manager (Facebook and Instagram Posting)
- Web Designing (Using WordPress tool)
- Content Writing and Blog posting about healthy products or lifestyle
- Conducting Research from famous health conscious people