

April Jam Delas Alas

Virtual Assistant | Multimedia Designer

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Creative Digital Marketer with expertise in developing marketing campaigns, email marketing, social media management, and administrative support.

Copywriting, building landing pages, and user experience improvement.

Skilled multitasker with superior work ethic and good teamwork, problem-solving and organizational skills. Willing to take on any task to help team. Reliable and dedicated team player with hardworking and resourceful approach.

Work History

2021-04 - 2023-04

Digital Marketing Virtual Assistant

Outsourced Doers Inc., Davao

- Managed executive calendars, scheduled meetings and appointments
- Used advanced software to prepare documents, reports, and presentations
- Performed periodic reviews of existing SOPs to identify areas for improvement and updated them accordingly
- Updated and maintained confidential databases and records with discretion and tact
- Organized and managed projects using ClickUp
- Designed flipbooks, PDF handouts, landing pages, email newsletters, and scheduling email blasts
- Performed website updates including designing and scheduling blog posts
- Experienced in crafting email automations with Zoho, MailerLite, ActiveCampaign, and Infusionsoft
- Designed and published web pages with Wix and successfully developed educational portal with Wordpress+LearnDash
- Proficiency in various tools including G Suite, Canva, Jotform, Zapier
- Developed social media calendar, which included designing social media posts, copywriting, hashtag research, and scheduling social media posts
- Developed marketing content such as blogs and promotional materials
- Analyzed website data, reported social media and online marketing campaign results

2018-03 - 2021-04

Multimedia Designer

Avail Beauty Phils. Co., Inc., Davao

- Used Adobe suite to achieve design and project goals

- Managed digital archives to maintain organized file management system of images and video clips
- Optimized and re-cut image and video files by identifying clips, editing and encoding videos and pulling screenshots to create engaging and eye-catching design ideas that were used in online ads, social media marketing, and other marketing campaigns
- Created titles, captions, graphics and logo animations in After Effects to give edits additional visual flare
- Filmed and interviewed people in different walks of life for segments on testimonial campaign
- Liaised with other departments and other members of design team to discuss ideas and create unified goals
- Helped organize and manage successful large parties and events
- Communicated with catering, lighting and sound companies to obtain price quotes
- Acquired contracts and agreements to finalize negotiations and obtain approval signatures
- Awarded 2nd placer of "Most Outstanding Marketing Associates 2018 " and "Graphic Designer of the Year" for 2019 and 2020.

2017-10 - 2017-12

Sales Service Representative

Igor, Davao City

- Analyzed customer concerns and provided assistance for placing orders, provided customer service, manage account statuses and relevant problems.

Education

Bachelor of Science: Information Technology

University of Mindanao - Davao City

Undergraduate

Skills

Graphic Design

Video Editing

Web Design

Social Media Management and Marketing

Email Marketing

Copywriting

Project Management

Analytical Skills

Research Skills

General Virtual Assistance

References

Joey Lou Suico

Doer Success Leader
Outsourced Doers Inc.
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