APRILMAE SOTILLO

Virtual Assistant & Multimedia Specialist

Experience: 3+ Years **Location:** Philippines

PROFESSIONAL SUMMARY

A dynamic and highly adaptable professional with 3 years of dual experience functioning as both a strategic Virtual Assistant and a creative Video Editor. Specialize in combining strong administrative support with innovative multimedia solutions, bridging the gap between back-end business efficiency and highly engaging customer-facing visual identities. Known for delivering impactful, high-performance creative content designed to excel in competitive international landscapes.

CORE EXPERTISE & TOOLS

Multimedia & Creative Design: Expert Video Editing (CapCut), Graphic Design, Brand Identity Assets, Layout Customization, Visual Content Creation (Canva).

Content Creation & Strategy: Dynamic Content Writing, Creative Storytelling, Copywriting, Social Media Asset Preparation, Trend Adaptation.

Virtual Assistance & Administration: Comprehensive Email & Schedule Management, Executive Support, File Organization, Client Correspondence, Task Streamlining.

FEATURED HIGHLIGHTS & PROJECTS

Viral International Video Game Launch Campaign

Role: Lead Video Editor & Multimedia Specialist | Target Market: South Korea & Global

Collaborated on a high-profile promotional campaign for an interactive video game featuring a highly celebrated, top-tier actor from South Korea.

- Produced, structured, and edited promotional multimedia materials optimized for high viewer retention and massive social sharing.
- Utilized precision cutting and timing elements to blend celebrity appeal seamlessly with interactive gaming features.
- Achieved viral status upon regional release, significantly elevating brand exposure and establishing a wide digital audience reach.

Integrated VA & Multimedia Management (3-Year Tenure)

Role: Virtual Assistant, Graphic Designer & Content Writer

Simultaneously managed general remote business operations while supervising content pipelines across multiple digital platforms.

- Designed high-converting promotional banners, marketing layouts, and visual social media templates using Canva.
- Authored engaging text content, web copy, and messaging assets aligned closely with target client goals.
- Optimized calendar scheduling, communication channels, and repetitive administrative systems to recover critical business hours.