ESTRELLITA L. REYES

Executive Assistant I Team Supervisor I Social Media Manager I Data Entry Specialist

Navotas City, Philippines

PROFESSIONAL SUMMARY

Results-driven professional with multi-disciplinary expertise in executive support, team leadership, digital marketing, and data management. Skilled in streamlining operations, coordinating high-level communications, and driving organizational efficiency. Proven ability to lead teams, manage social media campaigns that boost brand visibility, and maintain accurate records through meticulous data entry. Adept at balancing strategic oversight with hands-on execution, delivering measurable impact across administrative, supervisory, and digital platforms.

WORK EXPERIENCE

Executive Virtual Assistant to the CEO (Full Time) **Aug 2025 - Present**

Fraser & Fraser Consulting Inc

- Executive Calendar & Scheduling → Coordinate complex calendars, prioritize commitments, and ensure seamless time management for the CEO and leadership team.
- Strategic Communication Oversight → Manage email correspondence, draft executive communications, and serve as liaison with internal and external stakeholders to maintain clarity and efficiency.
- Travel & Logistics Management → Organize domestic and international travel, prepare itineraries, and oversee expense reporting to support executive mobility.
- Information & Documentation Control → Prepare reports, presentations, and maintain accurate records to strengthen executive decision-making and compliance.
- CEO Social Media Management → Directly manage the CEO's professional social media accounts, ensuring consistent brand messaging, audience engagement, and alignment with corporate communication strategies.

Team Manager (Full-Time) **Aug 2012 - Aug 2025**

M1 Limited, Singapore

- Led, coached, and supervised a team of 10–20+ customer service representatives to achieve KPIs and service level targets
- Monitored daily performance metrics (AHT, CSAT, QA, SLA, productivity) and implemented action plans for improvement
- Conducted onboarding, training, and continuous upskilling to enhance team capability and service quality
- Managed escalations and complex customer issues, ensuring timely resolution and high customer satisfaction
- Performed quality assurance audits, call reviews, and feedback sessions to maintain compliance and standards
- Developed schedules, workforce planning, and resource allocation to optimize coverage and efficiency
- Collaborated cross-functionally with operations, sales, and support teams to streamline processes
- Prepared reports and dashboards using CRM tools (Zendesk, Salesforce, Excel) for performance tracking and decision-making.
- Improved team CSAT by 20% through targeted coaching and QA feedback
- Reduced escalations by 30% by strengthening first-call resolution strategies
- Increased productivity by 15% through workflow optimization and training initiatives

Social Media Manager (Part-Time) **2023 - 2025**

CY Gabriel Commercial

- Content planning and posting
- Community management
- Brand voice and engagement
- Analytics for organic content

Social Media Manager / Data Entry Specialist (Part-Time) **2018 - 2025**

REGP Elegant Curtain Hauz

- Planned, created, and managed content across social media platforms, including paid campaigns, to grow engagement and brand visibility.
- Monitored analytics, optimized performance, and managed audience interactions.
- Accurately entered, updated, and maintained data across systems while ensuring data quality and confidentiality.
- Generated basic reports and supported administrative and operational tasks.

EDUCATION

Bachelor of Science in Business Administration

University of East, Philippines

- Final CGPA: 1.60

June 2000 -April 2004

SKILLS

- Telco Operations
- Team Leadership
- KPI Management
- QA & Compliance
- Escalation Handling
- CSAT & SLA
- Excel Reporting
- CRM Systems
- Social Media Management
- Content Scheduling
- Social Media Analytics
- Canva
- Data Entry
- Excel & Google Sheets
- CRM Systems,
- Data Accuracy, Reporting, Time Management