# JADE VINCENT GACUYA

GENERAL VIRTUAL ASSISTANT | CUSTOMER SUPPORT SPECIALIST

## SUMMARY

He's a dedicated Virtual Assistant and SMM professional with 4 years of hands-on freelance experience delivering responsive client service and results-driven digital strategies. He focuses on managing inbound inquiries and resolving concerns with a balance of professionalism and empathy, ensuring every customer interaction reflects a positive brand experience. His expertise is equally strong in building and executing social media strategies, from developing content calendars and driving community engagement to monitoring performance and maintaining brand consistency. By prioritizing measurable results and audience growth, he ensures that every operational and digital task contributes to a cohesive and successful brand presence.

## SKILLS

### Social Media Management

- Account handling and post scheduling
- Social media strategy development
- Community engagement and response moderation
- Hashtag and trend research
- Content calendar creation
- Performance monitoring and analytics

### Content Creation Support

- Caption writing and post formatting
- Short-form video editing support
- Repurposing content across platforms
- Research for viral and relevant topics
- Aligning content with brand tone and messaging

### Administrative Assistance

- Email and calendar management
- File and document organization
- Online research and information gathering
- Task and project tracking
- Data entry and database management

### Marketing & Research

- Competitor and audience analysis
- Basic performance reporting
- Influencer and brand research
- List building for outreach or campaigns
- Scheduling and coordination of marketing tasks

## TOOLS

### Productivity Tools

- Microsoft Office Suite (Word, Excel, Outlook, PowerPoint)
- Google Workspace (Docs, Sheets, Calendar)
- Canva, CapCut
- ChatGPT, Claude, Manus, Gemini, and Grammarly

### Communication & Collaboration

- Zoom, Google Meet, Microsoft Teams, Slack, WhatsApp, Viber, Telegram

## EXPERIENCES

**Campaign Support Specialist | OnSpot (Contract) | Remote | June 2026 – October 2026**

- Managed daily client and campaign operations for OnSpot in a fast-paced, PST-aligned remote environment.
- Monitored and managed multiple inboxes (email, Meta, client messages, and community platforms) to ensure timely, clear, and professional support.
- Tracked client activities, including ad spend, campaign updates, calls, and payments, and prepared accurate weekly performance reports.
- Maintained meticulously organized customer data and updated CRM records consistently, following established SOPs and workflows.
- Documented and monitored A/B testing progress and results to help optimize campaign performance.
- Resolved basic client inquiries while efficiently escalating complex issues to the appropriate teams.

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**Virtual Assistant & Administrative Support | Freelance | October 2025 – February 2026**

- Wrote SEO-optimized blog articles to boost online visibility and web traffic.
- Managed and scheduled content across various social media platforms.
- Created graphic designs for social media, including carousel posts, single-image layouts, and promotional materials using Canva.
- Assisted in email marketing campaigns, including drafting newsletters and managing mailing lists.
- Performed lead generation tasks such as sourcing potential clients via LinkedIn, email lists, and online directories.
- Transcribed audio and video content into accurate written documents.
- Provided administrative support including email management, calendar scheduling, and data entry.
- Assisted in creating reports and maintaining digital records.
- Handled basic customer service through email and chat channels.
- Participated in content planning and maintained consistent communication with the team.

**Customer Support Representative | Freelance | April 2023 – March 2025**

- Managed high-volume inquiries across email, chat, and social media to ensure rapid response times.
- Resolved complex customer disputes with empathy while maintaining high satisfaction ratings.
- Documented every interaction with full context to improve team efficiency and lead tracking.
- Provided detailed product and service information to drive customer retention and trust.
- Identified and escalated technical issues to the appropriate teams for swift resolution.
- Upheld strict brand consistency and professional tone across all digital communication channels.
- Monitored community engagement and moderated responses to protect and enhance brand reputation.
- Analyzed recurring customer feedback to help improve internal service workflows and product quality.
- Negotiated and managed service expectations to ensure long-term client loyalty and recurring business.
- Mastered multiple CRM and support tools to maintain organized and data-driven customer records.

**Social Media Manager & Digital Marketing Strategist | Freelance | February 2022 – January 2023**

- Developed and executed data-driven social media strategies to increase audience reach and engagement.
- Created and managed comprehensive content calendars to ensure consistent brand presence across platforms.
- Designed high-quality visual assets and video content using Canva and CapCut.
- Conducted in-depth hashtag and trend research to maximize organic post visibility.
- Monitored key performance metrics and adjusted tactics based on monthly analytical reports.
- Moderated community interactions and direct messages to foster active and loyal online followings.
- Maintained strict brand consistency across all digital touchpoints to strengthen market identity.
- Optimized paid and organic campaigns to improve conversion rates and overall lead generation.
- Targeted specific niche demographics to align content with client business goals and market trends.
- Automated posting workflows using scheduling tools to maintain 24/7 account activity and growth.
- Collaborated with cross-functional teams to align social media efforts with broader marketing launches.

## CERTIFICATIONS

- General Virtual Assistant Training
- Debate Regional Champion 2024 - 2025
- NDDU Debate 2nd Runner Up 2024 - 2025
- Political Science Week Best in Leading
- Gawad Polsci Awardee 2022 - 2023
- NDSCGSC Column Writing 1st runner up

## EDUCATION

**Bachelor of Arts in Political Science**
Notre Dame of Dadiangas University - 2026

- Political Science Society Technical Writer
- NDDU Debate Varsity Prime Minister
- Best speaker in the 2025 regional Political Science Summit Debate Competition

**References available upon request.**