

Justin Mae Espedido | General VA, Executive & Creative Support

Admin Support, Social Media Management, Content Creation & Customer Care

"Reliable remote back-office support for admin, social media & customer experience."

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PROFESSIONAL SUMMARY

Results-driven Virtual Assistant with 4+ years of experience supporting executives, teams in fast-paced environments. Skilled in calendar and email management, task coordination, and streamlining workflows to improve efficiency. Experienced in lead generation, client communication, and social media support, with a strong background in creating visual content for digital platforms. Known for being organized, proactive, and dependable, with the ability to manage priorities and keep daily operations running smoothly.

KEY COMPETENCIES

CORE OPERATIONS & EXECUTIVE SUPPORT

- Executive & administrative support
- Calendar & email management
- Meeting coordination & follow-ups
- Travel & reservation coordination
- Project coordination (Asana, Trello, Notion)
- Workflow optimization & task management
- Cross-functional team coordination
- Online research & data tracking
- Process documentation & SOP creation

RECRUITING & CLIENT SUPPORT

- Lead generation & prospect research
- Outreach & relationship management
- Candidate sourcing & coordination
- CRM & database management
- Customer service (email, chat, phone)

CREATIVE & ADDITIONAL SUPPORT

- Social media management & scheduling
- Graphic design (Canva, Figma)
- Content planning & basic video editing

EDUCATION

Bachelor of Science in Hotel and Restaurant Management – Cavite State University

TOOLS/PROGRAMS

Project Management: Trello, Asana, Todoist, Notion
Content Creation: Canva, Figma, Kajabi, LinkedIn, TikTok, Instagram
Social Media: Metricool, Meta Business Suite
Communication & Collaboration: Slack, Zoom, Microsoft Teams, Google Meet
Artificial Intelligence: ChatGPT, Claude, Envato Nano Banana AI, Gemini, Google AI
Admin Support, Productivity: Google Workspace (Gmail, Docs, Sheets, Forms, Drive), Microsoft Office (Word, Excel, PowerPoint, Outlook)

WORK EXPERIENCE

Social Media Manager Volunteer (Communications Ministry) – Victory Indang
Onsite – Indang Cavite, Philippines | April 2025 - Present

- Developed and produced faith-centered digital content aligned with church themes, announcements, and ministry initiatives, strengthening message consistency across platforms
- Filmed and edited video content for worship services, events, and ministry campaigns twice monthly, supporting ongoing community engagement
- Designed creative materials (pubmats and public-facing visuals) for Sunday service recaps, one-point messages, and church announcements, maintaining a cohesive visual identity
- Scheduled and published content across social media platforms to ensure timely and organized communication with the church community
- Ensured consistent branding, tone, and messaging aligned with church values and communication standards
- Managed community interactions by monitoring messages and comments, responding to up to 5 inquiries per cycle related to service schedules and pastoral care with professionalism and sensitivity
- Collaborated with the communications team in planning content calendars for church events and seasonal campaigns, supporting coordinated outreach efforts

Event Planning Volunteer – Victory Indang
Onsite – Indang Cavite, Philippines | February 2025 - Present

- Plan and coordinate church-wide events that support community engagement, team bonding, and spiritual growth
- Organize family events, workshops, worship nights, campus conferences, convergence gatherings for volunteers, gala night charity events, and ministry team-building activities
- Assist in end-to-end event execution including scheduling, program flow preparation, logistics coordination, and on-the-day support
- Collaborate with ministry leaders and volunteers to ensure smooth event delivery and meaningful participant experience
- Support ongoing engagement programs by helping design activities that strengthen relationships across different church ministries
- · Manage coordination details such as venue setup, materials preparation, volunteer assignments, and event flow transitions

Administrative Assistant / Rental VA – Tara Coley
Remote – London, England, United Kingdom | January 2025 – February 2026

- Coordinated with the Property Manager to ensure smooth property operations, tenant communications, and on-time task resolution
- Streamlined project workflows in Asana, categorizing tasks, tracking progress, and maintaining clear team communication, improving project execution efficiency by 25%
- Managed email communications, responded to inquiries, confirmed property availability for retreats and bookings
- Designed marketing materials, including brochures, to enhance property promotion and engagement
- Managed daily operations of short-term rental properties for leisure and vacation stays
- Communicated with guests to ensure smooth check-in and stay experiences
- Coordinated with cleaners to maintain property cleanliness and readiness
- Handled maintenance coordination and arranged repairs for property issues or damages
- Communicated with service providers and contractors for property upkeep
- Organized and maintained insurance and property-related files and documents
- Monitored property concerns and ensured timely resolution of maintenance requests

Graphic Designer – Selure
Remote – Sheridan, Wyoming, USA | October 2025 – December 2025

- Designed high-converting static ad creatives using Figma and Canva, delivering multiple concepts per campaign to support rapid testing and iteration
- Generated product-enhancing visuals using Envato Nano Banana AI, improving ad visual appeal and consistency
- Utilized AI tools (ChatGPT, Claude) to craft ad copy aligned with message – market fit and business brand tone
- Supported paid media campaigns by producing visually compelling assets that contributed to higher engagement and click-through performance

Graphic Designer – Sophie & Olivia
Remote – Sheridan, Wyoming, USA | October 2025 – December 2025

- Created static ad creatives in Figma and Canva, delivering diverse design concepts aligned with a soft, empowering brand aesthetic
- Utilized Envato Nano Banana AI to generate polished product visuals suitable for paid ads and organic campaigns
- Leveraged ChatGPT and Claude for persuasive, on-brand ad copy supporting conversion-focused campaigns
- Maintained consistent visual identity across campaigns, improving brand recognition and content cohesion

Graphic Designer – Mello
Remote – Seoul, South Korea | October 2025 – December 2025

- Designed static ad creatives using Figma, Canva to highlight product usability, quality, and minimalist aesthetic
- Produced realistic, engaging product imagery using Envato Nano, Banana AI for digital marketing and paid ads campaign
- Developed concise, brand-aligned ad copy using ChatGPT and Claude, strengthening message clarity and audience engagement

Social Media Manager – Belleza.au
Remote – Sydney, NSW, Australia | February 2024 – April 2025

- Developed and published social media content, maintaining brand consistency and audience engagement
- Researched influencers and content creators for collaborations, expanding brand reach by 15%
- Designed graphics and Instagram stories, edited short reels, and scheduled posts via Metricool
- Engaged with followers by responding to comments, messages, and reviews promptly

Creative Graphic Designer – D-DOUBLEU Media
Remote – Rotterdam, Zuid-Holland | December 2023- January 2025

- Produced high-quality visuals using Canva, retouching and editing images to meet brand standards
- Maintained project progress, files, and revisions to ensure on-time delivery and workflow efficiency
- Crafted compelling graphics for social media campaigns, boosting brand engagement and audience growth for clients including Northern Garms, Flings, Grandma Crunch, Lilius, Après, Smoothly, Cactus Hack, Weekend Bee, and Luxe Bouquet

Influencer Outreach Specialist – Grapevine AI
Remote – New York, NY, USA| April 2023 – May 2024

- Researched and recruited creators for the Creator Network using Instagram, TikTok, and LinkedIn
- Conducted outreach and tracked engagement, increasing creator participation by 20%
- Maintained accurate data entry and contact records, supporting team reporting and growth initiatives
- Supported sourcing, outreach, and coordination of creators, similar to candidate pipeline management
- Tracked engagement and maintained organized records to support recruitment and reporting processes

Social Media Virtual Assistant – Glucose Goddess
Remote – New York City, USA | August 2022 – September 2025

- Managed Kajabi CRM for student and recipe club accounts, tracking progress and communications
- Created social media content and graphics, posting regularly to maintain engagement
- Sourced testimonials weekly for social media, ensuring high engagement and social proof
- Identified collaboration and press opportunities, monitored and removed spam comments, and responded to follower inquiries promptly

Executive Assistant – My Subscription Addiction
Onsite – Pittsburgh, PA, USA | April 2022 – August 2024

- Provided administrative support through data entry, scheduling, and correspondence management, improving office efficiency by 20%
- Managed calendars, emails, and reservations, including coordinating flights and accommodations
- Conducted research using LinkedIn and Google to support outreach and operational planning
- Anticipated executive needs and ensured smooth daily operations through proactive support

Event Concierge Agent – Marriott Hotel Manila
Onsite – Pasay City, Philippines | August 2019 – September 2020

- Coordinated travel arrangements, restaurant reservations, transportation, and local excursions, achieving a 20% reduction in service response time through efficient scheduling and follow-ups
- Handled guest inquiries, special requests, and complaints with professionalism, contributing to improved guest satisfaction scores and repeat bookings
- Delivered high-touch concierge and event support to hotel guests, ensuring a premium customer experience for 50–100+ guests per shift in a fast-paced hospitality environment
- Provided administrative and front-desk support, including call handling, appointment scheduling, and internal coordination with hotel departments to ensure seamless event execution
- Assisted with event logistics and guest flow management, supporting smooth operations for corporate events, weddings, and large group functions

Customer Care Specialist – Hi Precision Diagnostics Plus
Onsite – Sta. Rosa, Laguna, Philippines | May 2018 – April 2019

- Managed 50-60 incoming calls, patient records, and medical inquiries while maintaining high customer satisfaction
- Handled patient insurance approvals, results distribution, and requests for physicians

- Completed referral data entry and coordinated patient needs efficiently

Scheduler / Buy-Out – Amkor Technology Philippines
Onsite – Camona, Muntinlupa, Philippines | June 2017 – March 2018

- Developed and implemented more effective scheduling processes, helping the department meet production targets and improve schedule adherence
- Maintained accurate production records and communicated updates to relevant stakeholders to support operational decision-making
- Proactively resolved manpower and material shortages by coordinating with cross-functional teams, minimizing production delays and downtime
- Ensured materials, equipment, and resources were pre-arranged prior to production runs, improving workflow efficiency and on-time output
- Identified and reported plant capacity constraints, contributing to improved production planning and a 10–15% reduction in scheduling conflicts
- Reviewed daily and weekly production specifications to align manufacturing schedules with business objectives, supporting high-volume semiconductor operations

Receptionist / Food Server / Cashier – 2.0 Italian & German Bistro
Onsite – Camona, Muntinlupa, Philippines | August 2016 – May 2017

- Greeted and assisted customers in a courteous and professional manner, ensuring a positive dining experience for 50+ guests per shift
- Processed cash, debit, and credit card transactions with accuracy, maintain a near-zero payment discrepancy rate
- Provided menu recommendations and answered customer inquiries, contributing to increased upselling opportunities and customer satisfaction
- Delivered proper farewells to guests, reinforcing a welcoming brand experience and encouraging repeat visits
- Worked collaboratively with team members to maintain smooth restaurant operations during peak hours
- Took customer orders accurately and efficiently, coordinating with kitchen staff to ensure timely food delivery and service quality
- Issued receipts, checkout slips, and final bills while ensuring compliance with restaurant cash-handling procedures