LANIELYN O. LUCERNAS

| *Bayugan City, Philippines*
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PROFESSIONAL SUMMARY

Detail-oriented Executive Assistant, Social Media Manager, and Video Editor with 3+ years of experience supporting business operations through administrative coordination, content creation, social media management, and data reporting. Skilled in Google Workspace, Notion, Canva, CapCut, Higgsfield AI, Shopify, and Meta Business Suite. Experienced in creating reports, managing digital assets, editing long-form and short-form video content, and maintaining efficient workflows for remote teams. Known for accuracy, adaptability, and strong communication across US, UK, and AU time zones.

KEY SKILLS

Executive Assistance | Data Entry | Data Cleanup | Google Sheets Reporting | Google Workspace Management | Calendar Management | Social Media Management | YouTube Video Editing | CapCut Video Editing | Canva Graphic Design | Logo Design | AI Content Creation | Customer Support

PROFESSIONAL EXPERIENCE

Executive Assistant
Brilliance *| Feb 2024 – Apr 2026*

- *Cleaned and organized 20–30+ datasets, including customer lists, email segments, product data, spreadsheets, and CRM records.*
- *Created 50+ reports and summaries for social media performance, email marketing, project updates, spreadsheets, and client reviews.*
- *Used Google Sheets formulas, lookups, filters, sorting, and calculations to analyze business data and maintain accurate records.*
- *Coordinated schedules, internal communication, and workflow updates using Google Workspace and Notion.*
- *Organized files, folders, calendars, and documents to improve team coordination and daily operations.*

Social Media Manager / Video Editor
Samuel Benford *| Mar 2024 – May 2026*

- *Managed Facebook and Instagram pages for Open Eyes Inc. and Benford Enterprise to support brand visibility and community engagement.*
- *Created and scheduled daily social media posts across Facebook and Instagram.*
- *Edited 1 long-form YouTube video and 7+ short-form videos weekly using CapCut.*
- *Produced AI-assisted content and creative assets using Higgsfield AI, Canva, and CapCut.*
- *Used Google Workspace, Notion, and Telegram to organize content plans, files, workflows, and communication.*

Website Designer (No-Code)
Eastern Iowa Hydroseeding (John McDonough) *| Feb 2024 – Mar 2025*

- *Designed and maintained a no-code company website to improve customer access to service information.*
- *Updated website content, images, and layout to support a cleaner user experience.*
- *Performed website maintenance and troubleshooting to keep pages functional and updated.*

Shopify Virtual Assistant
JeHe Trading *| Mar 2023 – Feb 2025*

- *Assisted customers with VIP account concerns, app issues, and content requests.*
- *Responded to customer inquiries and gathered feedback for app improvements.*
- *Coordinated influencer outreach activities to support promotional campaigns.*

Customer Support Representative
Loklok *| Jan 2023 – Jan 2024*

- *Assisted customers with VIP account concerns, app issues, and content requests.*
- *Responded to customer inquiries and gathered feedback for app improvements.*
- *Coordinated influencer outreach activities to support promotional campaigns.*
- *Maintained clear customer communication across support-related concerns.*

Social Media Manager
Social Media Edge Academy *| Jan 2023 – Jan 2025*

- *Created educational and engagement-focused content for aspiring Virtual Assistants.*
- *Designed graphics using Canva and edited video content using CapCut.*
- *Scheduled content and responded to audience comments and messages.*

ESL Online Teacher
Grace Study *| Jul 2023 – Dec 2024*

- *Delivered online English lessons to children and adult learners.*
- *Created customized lesson materials and maintained student progress records.*
- *Recognized as Best Teacher of the Month for teaching performance and student engagement.*

Surveyor
ARQ Builders *| Feb 2022 – Jun 2023*

- *Conducted land surveys and site measurements for construction projects.*
- *Prepared survey data and documentation for project planning.*
- *Awarded Best Employee of the Month for accuracy and project support.*

TECH PROFICIENCY

Productivity & Admin: *Google Workspace (Docs, Sheets, Slides, Drive, Calendar), Microsoft 365, Notion*

Communication: *Slack, Zoom, Google Meet, Loom, Calendly, WhatsApp, Telegram*

CRM & Marketing: *Shopify, Meta Business Suite, Facebook Ads Manager, Klaviyo*

AI & Automation: *ChatGPT, Gemini, Grammarly, Higgsfield AI*

Design & Content: *Canva, CapCut, YouTube Video Editing, Logo Design, Figma (Basic), Wix Website Builder*

Project Management: *Asana, Monday.com, Trello, Notion, Google Workspace*

EDUCATION

Bachelor of Science in Geodetic Engineering, Cum Laude

Caraga State University | Butuan City, Philippines | 2025

CERTIFICATIONS

- *Social Media Management Training - 2023*
- *Facebook Ads Training - 2023*
- *Graphic Design Training - 2023*
- *Copywriting Training - 2023*
- *Shopify Product Lister Training - 2023*
- *Shopify Web Builder Training - 2023*
- *Shopify Dropshipping Training - 2023*
- *Wix Website Creation Training - 2023*
- *Mastering Klaviyo - 2023*
- *Basic Video Editing Training - 2023*

REMOTE WORK READINESS

Internet: *Converge Fiber, 413.51 Mbps download / 449.40 Mbps upload*
Power Backup: *Tranyoo 100,000 mAh power bank*
Equipment: *MacBook Air M1 | Headset | Webcam*
Workspace: *Dedicated home workspace with professional video-call environment*
Availability: *Full-time | Flexible across US EST/PST, UK GMT, and AU AEST time zones*

LANGUAGES

English: *Fluent*
Filipino: *Native*