

# Mary Grace Bautista | E-commerce & Marketing Assistant

E-commerce Support • Digital Marketing • Administrative Assistance • Customer Service

*"From clicks to order processing to conversions — enhancing the customer journey."*

Cavite, Philippines

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## PROFESSIONAL SUMMARY

Highly skilled and results-driven Virtual Assistant with over 5 years of experience delivering comprehensive e-commerce support, digital marketing, social media management, and website management using WordPress. Adept at campaign development, setup, execution, and performance analysis, providing measurable improvements in engagement, conversions, and client satisfaction. Experienced in administrative support and customer service, managing communications for multiple executives and large client bases with precision and efficiency. Proven track record of onboarding and training team members, optimizing workflows, and implementing data-driven solutions to enhance productivity. Skilled in creating and managing SMS and email marketing campaigns, developing engaging social media content, and maintaining consistent brand presence across platforms. Proficient with tools including Canva, Filmora, Descript, Meta Business Suite, WordPress, SlickText, Asana, Slack, Notion, Google Workspace, and Airtable, leveraging them to streamline operations and drive results. Key achievements include managing communications for 50–150 clients daily, executing over 15 targeted SMS campaigns, and supporting 7 executives with scheduling, reporting, and workflow management. Adept at transforming client inquiries into satisfied customers, optimizing online operations, and supporting digital marketing initiatives that enhance brand visibility and engagement.

## KEY COMPETENCIES

- E-commerce platform management (Shopify, WooCommerce, Amazon)
- E-commerce order processing & order tracking
- Shopify product inquiry handling
- Customer service (phone, email, chat, SMS)
- Sales support (upselling & order conversion)
- Order management
- Product listing & catalog management
- Order processing & order fulfillment
- Returns & refunds processing
- Missing items escalation & replacement
- Shipment tracking management
- Supplier coordination
- Sales conversion tracking
- Social media management
- Social media campaign planning
- Social media engagement monitoring
- Social media ad support
- Content calendar planning & content creation
- Graphic design for social media
- Video content creation (video editing)
- Campaign performance analysis
- Direct messaging support (FB & IG)
- Email marketing campaign
- SMS campaign creation & scheduling
- Ticketing system management
- Marketing reporting (MS Excel)
- Campaign setup and execution
- Target audience segmentation
- Conversion tracking for campaigns
- Campaign optimization support
- WordPress website content updates
- Website content optimization
- Basic SEO implementation
- Marketing asset management
- LinkedIn outreach campaigns
- Administrative assistance & executive support
- Calendar management & meeting coordination
- Lead generation & lead qualification
- Appointment scheduling
- Onboarding new virtual assistants
- Task delegation and supervision
- Workflow management & task tracking
- Team communication (Slack, Zoom, Google Meet)
- Client lead tracking
- Database management
- Reporting & analysis (Airtable)
- Brand consistency enforcement
- Online reputation monitoring
- Cross-platform content coordination
- Appointment setting & cold calling
- Process improvement implementation

## TOOLS/PROGRAMS

**Project Management & CRM**: Notion, Asana, Airtable, High Level (GHL)
**E-commerce & Marketplace:** WooCommerce, Shopify, Amazon Seller Central

**SEO**: SEMrush, Google Search Console, Screaming Frog
**Digital Marketing & CMS**: SlickText, Mailchimp, WordPress
**Bookkeeping & Finance**: QuickBooks, Microsoft Excel (SUM, VLOOKUP, XLOOKUP, Pivot Tables, Pivot Charts)
**Content Creation**: Canva, Descript, CapCut, Filmora, Adobe Photoshop
**Social Media Management**: Meta Business Suite
**Communication & Collaboration**: Zoom, Skype, Google Meet, WhatsApp, Viber
**Admin Support, Productivity**: Google Workspace (Gmail, Docs, Sheets, Forms, Drive), Microsoft Office (Word, Excel, PowerPoint, Outlook)
**Artificial Intelligence (AI):** ChatGPT, Google Gemini

## WORK EXPERIENCE

**Operations Lead - Survival Origin Solutions LLC**
**Remote – Nevada, USA | April 2026 – Present**

- Manage executive priorities, calendars, meetings, project schedules, reminders, and follow-ups across multiple business initiatives.
- Build and maintain SOPs, operational documentation, dashboards, templates, trackers, and internal systems that improve team efficiency.
- Oversee WooCommerce and Amazon Seller Central operations, including order processing, inventory monitoring, fulfillment, returns, refunds, and customer communications.
- Coordinate with suppliers, manufacturers, warehouses, freight forwarders, and 3PL partners regarding production, shipping, inventory, packaging, and fulfillment.
- Prepare and file UK VAT returns and coordinate Canadian tax requirements while working with international tax representatives regarding VAT registrations, invoices, and compliance.
- Review, reconcile, and coordinate 3PL invoices and fulfillment charges, ensuring billing accuracy and resolving discrepancies.
- Manage complex customer support cases involving Kickstarter, Amazon, WooCommerce, shipping issues, damaged products, and warranty claims.
- Coordinate Amazon FBA inventory replenishments, fulfillment projects, and marketplace operations.
- Conduct business, logistics, compliance, and operational research to support executive decision-making.
- Assist with website updates, marketing initiatives, social media coordination, and administrative operations.
- Utilize AI tools including ChatGPT and Claude to accelerate research, draft documentation, generate content, and improve operational efficiency while validating all outputs.

**Administrative Virtual Assistant – Empowered Man**
**Remote – Palm Beach QLD, Australia | July 2024 – June 2025**

- Managed daily communication for 50–150 clients via Email, SMS, live chat, and social media DMs (Facebook & Instagram), ensuring timely and effective responses that improved client satisfaction
- Provided administrative support to 7 executives, overseeing calendar management, scheduling meetings, and optimizing appointments to enhance productivity
- Tracked and organized client and operational data using Airtable, Google Workspace, Notion, and Asana, enabling accurate reporting and performance analysis
- Delivered exceptional customer service by promptly addressing inquiries and resolving issues across multiple communication channels
- Created engaging marketing content, including videos with Descript and graphics with Canva, to support campaigns and social media presence
- Maintained and updated websites using WordPress and managed social media campaigns via Meta Business Suite, ensuring consistent branding and audience engagement
- Coordinated with team members and stakeholders through Slack, streamlining workflows and project management across multiple projects

**Marketing Virtual Assistant – FrankDivas**
**Remote – Maryland, USA | January 2023 – May 2023**

- Prepared weekly and monthly reports analyzing SMS campaign performance using SlickText and Excel, manually compiling data to track engagement and conversion metrics
- Developed and executed over 15 targeted SMS campaigns, engaging key audiences and driving measurable response rates
- Managed customer conversations across messaging platforms for prompt and professional responses to inquiries
- Assisted in campaign planning and strategy for overall marketing initiatives and improving workflow efficiency

**Digital Marketing Virtual Assistant – HayleyDigitals**
**Remote – Byron Bay, Australia | September 2020 – December 2022**

- Assisted in preparing weekly and monthly performance reports, analyzing SMS campaign metrics to identify trends and support data-driven marketing decisions
- Developed and executed targeted SMS campaigns, improving audience engagement and response rates
- Managed customer conversations and inquiries across digital platforms, ensuring timely responses and high levels of client satisfaction
- Designed social media content for Facebook and Instagram using Canva for brand visibility and engagement
- Updated and maintained WordPress websites, including editing menus and uploading media to ensure accurate and user-friendly site presentation
- Handled Instagram direct messages/comments, strengthening customer relationships and response efficiency

**Virtual Assistant – McStock Trading**
**Remote – Florida, USA | September 2020 – August 2021**

- Managed client communications across Go High Level, Discord, and Telegram, ensuring timely, accurate, and professional responses while maintaining strong client relationships
- Engaged and converted prospective clients through social media outreach, supporting consistent client acquisition and onboarding efforts
- Facilitated client onboarding via Zoom for smooth setup process and improving client satisfaction and retention
- Coordinated calendars and scheduling for multiple executives, organizing meetings and confirming appointments to optimize productivity
- Delivered high-quality customer service by promptly addressing inquiries and resolving issues across multiple communication channels
- Created and managed client social media accounts, producing branded graphics and video content to enhance engagement and online presence
- Edited video content and designed marketing assets to support campaigns and social media initiatives
- Tracked, organized, and maintained data for reporting and performance analysis to support business decisions
- Supervised team members to ensure task completion and adherence to quality standards, improving workflow efficiency, trained and on-boarded new virtual assistants, streamlining processes & accelerating team integration

**Virtual Assistant – Emeka**
**Remote – Georgia, USA | January 2021 – April 2023**

- Updated and maintained WordPress websites, ensuring accurate content, improved user experience, and basic SEO optimization for better search visibility
- Managed social media accounts, including content posting and engagement, strengthening online presence and follower interaction
- Applied for job opportunities and managed LinkedIn outreach, increasing network connections and potential client lead

**Customer Service & E-Commerce Assistant – Drive Fast Apparel**
**Remote – Wyoming, USA | February 2022 – October 2022**

- Managed customer inquiries and provided support for Shopify products, ensuring timely and accurate responses to improve customer satisfaction
- Handled general customer service requests, resolving issues efficiently and maintaining positive client experiences
- Supported e-commerce operations, contributing to smoother order processing and overall store management

## EDUCATION

**Bachelor of Science in Information Technology** – Cavite State University