Melody Joy M. Yuson

PROFESSIONAL SUMMARY

Virtual Assistant and Administrative Professional with 4+ years of experience in social media management, administrative support, and digital marketing. Skilled in calendar and file management, content scheduling, correspondence, record keeping, and coordinating day-to-day administrative tasks. Known for being organized, detail-oriented, and reliable while also bringing strong content creation and social media skills that support business visibility and efficiency. Proficient in Google Workspace, Microsoft Office, Canva, Calendly, Notion, Meta, and ChatGPT.

KEY SKILLS

Administrative Assistance | Social Media Management | Digital Marketing Management | Calendar Management | Files Management | Content Calendar Management | Data Entry | Social Media Content Creation | Basic Graphic Design | Google Workspace | Canva | Microsoft Office | Notion | Meta Business Suite

PROFESSIONAL EXPERIENCE

Social Media Manager
January 2022 – January 2026

- Managed social media timelines and content schedules, helping reduce time spent on executive oversight.
- Created engaging social media content across text, images, and videos while maintaining consistent brand identity and visual quality.
- Managed and grew online communities through regular audience interaction and engagement.
- Scheduled and published content across multiple social media platforms to maintain consistent online presence.
- Coordinated content activities and timelines to support organized and efficient social media operations.

Administrative Assistant
March 2023 – January 2026

- Provided administrative support by managing schedules, maintaining organized records, and coordinating day-to-day office tasks.
- Improved office efficiency through process improvements and ongoing team support.
- Handled correspondence promptly while maintaining accuracy and clear communication.
- Maintained organized files and records to ensure information was accurate and accessible.
- Supported team operations through strong organization, attention to detail, and reliable administrative assistance.

Digital Marketing Manager
October 2024 – October 2025

- Developed and executed online marketing campaigns to support business and brand objectives.
- Created engaging social media content, including graphics and video edits, for digital marketing campaigns.
- Managed social media platforms and maintained consistent content across digital channels.
- Optimized websites for search engines (SEO) to support online visibility.
- Used ClickFunnels to support lead generation and digital marketing activities.

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TECH PROFICIENCY

Productivity & Admin: Google Workspace (Docs, Sheets, Slides, Drive, Calendar), Microsoft 365, Notion
Communication: Zoom, Google Meet, Loom, Calendly
CRM & Marketing: ActiveCampaign
AI & Automation: ChatGPT, Grammarly, Claude
Design & Content: Canva, CapCut
Project Management: Notion

EDUCATION

Bachelor of Science in Business Administration, Major in Human Resource Management
Monkayo College of Arts, Science, and Technology | Monkayo Davao De Oro, Philippines | June 2024
Certified Human Resource Associate

REMOTE WORK READINESS

Internet: Primary: Converge Fiber 100 Mbps | Backup: GOMO Data Pocket Wifi
Power Backup: Generator access in building
Equipment: HP Corebook corei5 / iPad | Noise-cancelling headset | HD webcam
Workspace: Dedicated home office | Quiet environment | Professional video-call background
Availability: Full-time | Flexible across US (EST/PST), UK (GMT), AU (AEST) time zones

LANGUAGES

English: Proficient
Filipino: Native