

Reynalyn Samuelson

Virtual Assistant | Technical Support Specialist |
Online Business Manager

Work Experience

Online Business Manager 2023 - 2026

Reigning and Rising Business Development Services | Philippines

Operating as a virtual business support practice providing part-time, contractual, and project-based services to online businesses and entrepreneurs based in the USA and Canada.

Built and managed operational systems that kept growing organizations efficient, scalable, and client-ready. Specialized in CRM architecture, automation strategy, and process optimization to ensure onboarding, communication, and internal workflows ran seamlessly. Created structure and clarity across teams and tools, enabling founders and leadership to focus on growth, strategy, and high-level decision-making.

Executive & Tech Virtual Assistant| Independent Contractor 2022 - 2025

The Life Coach School I Texas, USA

Provided comprehensive technical and administrative support as a Virtual Assistant, working closely with the tech team and directly supporting the Director of Operations. Assisted with platform management and implementation across systems such as Ontraport and Kajabi, including course setup, automations, email formatting, content organization, and digital asset preparation. Supported ongoing operations by maintaining and updating websites, coordinating SEO-related updates, managing learning materials (workbooks, transcripts, and course resources), and ensuring systems remained organized and up to date. Served as a front-line tech support resource by responding to, troubleshooting, and resolving client support tickets, contributing to efficient issue resolution and a smooth client experience.

Technical Support Lead | Independent Contractor 2022 - 2023

Business Owner Mastery I New York, USA

Served as a Technical Support Lead overseeing website management, CRM administration, automation architecture, and email campaign execution across platforms including Ontraport, HubSpot, Kit, and Kartra. Led the setup and optimization of automation workflows to ensure seamless client onboarding, communication flows, and operational efficiency. Partnered with marketing to produce SEO-optimized blog content and high-performing digital assets, including social media graphics and video content, strengthening brand visibility and technical execution across channels.

Practice Assistant | Independent Contractor 2019 - 2022

White & Case LLP I New York, USA

Delivered high-level executive and practice support at an international law firm, supporting up to 10 lawyers across UK and Paris offices. Managed complex multi-time zone calendars, coordinated cross-border deadlines, handled confidential communications, and streamlined workflows by implementing SOPs that improved efficiency and operational consistency.

Executive Assistant 2014 - 2019

Various Companies I Philippines (Corporate)

Delivered high-level executive support to C-suite leaders by expertly managing calendars, overseeing professional communications, and enhancing operational efficiency through the creation and implementation of streamlined SOPs.

References

****Available only upon request**

About Me

As an Online Business Manager, I support growing, purpose-driven organizations by building and managing the systems that keep operations efficient, scalable, and client-ready. I specialize in CRM management, automation, and process design, ensuring that client onboarding, communication, and internal workflows run smoothly and reliably.

With a strong background in business operations, digital systems, and AI-enabled workflows, I focus on creating structure, clarity, and consistency across tools, teams, and processes. My work is centered on streamlining operations, enhancing the client experience, and building scalable systems that allow leadership to stay focused on strategy, growth, and high-level decision-making.

Education

B.S. Business Administration Major in Marketing Management

Polytechnic University of the Philippines

2010 - 2014

B.S. in Computer Science

AMA Online University

2023 - Present

Skills

- Funnel Building
- Technical Support
- Email Marketing
- SEO Support
- Project Management
- Social Media Management
- CRM Management
- Content Creation & Management