ROAN JHOY CUSTODIO

SOCIAL MEDIA MANAGER | GENERAL VIRTUAL ASSISTANT | DATA ENTRY | ADMIN

PROFILE

Detail-oriented and highly organized Administrative and Operations Virtual Assistant with experience supporting startups and small businesses. Skilled in managing stores, handling administrative workflows, organizing digital systems, and ensuring smooth day-to-day operations. Passionate about helping businesses stay efficient, structured and scalable.

CORE SKILLS

- Administrative Support
- Operations Coordination
- Email & Calender Management
- Data Entry & File Organization
- Product Listing & Inventory Tracking
- CRM & Workflow Management
- Task & Project Management
- Process Documentation
- WooCommerce Store Management

TOOLS & SYSTEMS

- SuiteDash, Monday.com, Asana/Trello, Zoho
- WooCommerce (WordPress) & CRM Tools
- Google Workspace & Email Tools
- Microsoft Office
- Canva & Adobe Photoshop

EDUCATION

- Bachelor of Science in Information Technology, 2010 - 2014

ONLINE COURSES

- Accounting with QuickBooks, 2021
- General Virtual Assistant, 2024
- SEO, 2025

WORK EXPERIENCE

Office Beacon
Sales Assistant
08/01/2021 - 02/29/2024

Cloudstaff Philippines
Virtual Assistant / Coordinator / Dispatcher
10/19/2020 - 07/16/2021

Express Gifts Philippines Inc.
Sales and Services Advisor / Multi-Skilled Advisor
05/18/2018 - 10/05/2020

Sutherland Global Services
Universal Agent
2015 - 2018

ADDITIONAL RELEVANT EXPERIENCE

Freelance | Project-Based
WooCommerce Support Assistant
2023 - 2026

- Uploaded and managed product listings, including descriptions, pricing and images
- Processed and monitored customer orders and updated order statuses
- Coordinated with fulfillment teams and assisted with inventory tracking
- Responded to customer inquiries related to orders and products

Freelance | Project-Based
CRM Support / Administrative Assistant
2025

- Managed and updated customer data in CRM systems
- Tracked leads, client interactions and sales pipeline activities
- Supported email management, client communications and workflow organization
- Generated simple reports for lead and customer activity tracking

Cloud Assistant
Administrative & Operations Support

- Provides administrative and operations support for startups and small businesses
- Focused on helping businesses stay organized, efficient and compliant