

# Cherrylene C. Pepito

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<https://cherrylene-your-digital-marketing-maven.b12sites.com/index#home>

## SUMMARY

Digital marketing assistant with extensive experience in administrative support and virtual assistance across diverse industries. Proven expertise in calendar and email management, data entry, CRM updates, and social media coordination. Demonstrated ability to streamline processes, enhance client engagement, and drive operational efficiency.

## SKILLS

- **Administrative & Support:** Virtual Assistant Experience, Administrative Assistant, Executive Assistant, Client Onboarding, Client Management, Project Management, Technical Support, Attention To Detail, Proactive, Quick Learner, Adaptability
- **Technical & Software Proficiency:** Microsoft Office, Google Workspace, Slack, Canva, Figma, WordPress, Dropbox, OneDrive, ZoomInfo, Clay, ChatGPT, Asana, Go High Level Funnels
- **Marketing & Communication:** Digital Marketing, Email Marketing, Social Media Management, Social Media Marketing, Facebook Ads, Campaign Management, Lead Generation, Marketing Automation, SEO Optimization, Marketing Coordinator, English Communication, Excellent Listening Skills
- **Data & CRM Management:** Data Entry, CRM Management, CRM Setup, CRM Automation, Online Research, HubSpot

## WORK EXPERIENCES

### Elements

**Aug 2023 - May 2025**

*Marketing Assistant for HubSpot and Social Media Platforms*

*Remote*

- Facilitated social media connection requests from three employees' accounts, enhancing network reach and engagement.
- Conducted detailed research on customer profiles across LinkedIn, Twitter, and Facebook, effectively increasing connection requests and potential leads.
- Assisted in updating and reviewing email campaigns for webinars using HubSpot, ensuring accuracy in forms, content, workflows, landing pages, and UTM links to improve campaign effectiveness.
- Prepared and scheduled social posts across all platforms to boost audience engagement and brand visibility.
- Completed diverse marketing tasks such as coordinating events and managing digital content using tools like Asana and Canva, demonstrating adaptability and quick learning to support the marketing team.

### Evo Tech Software Solutions Inc

**Oct 2023 - Apr 2024**

*Administrative Assistant*

*Hybrid, Philippines*

- Executed a variety of tasks for the Carbon6 client, enhancing operational efficiency and improving client satisfaction.
- Conducted research on Amazon sellers/brands in 3P and 1P categories, providing insights to drive strategic decisions and improve market positioning.
- Generated comprehensive reports in NetSuite by consolidating GMV records, adding new contacts, and allocating leads for sales representatives.
- Eliminated duplicate records and streamlined import/export files in NetSuite to enhance data accuracy and operational efficiency.

## **Econik Lifestyle Inc.**

**Apr 2023 - Jul 2023**

*Virtual Assistant – Lead Generation, Ads & CRM Support*

*Remote*

- Researched prospects for lead generation and maintained accurate records, improving pipeline organization and efficiency.
- Assisted with Facebook Ads campaign setup, audience targeting, and performance tracking to support increased client engagement and growth.
- Maintained CRM systems with precise data entry, segmentation, and reporting to drive efficient client management and data accuracy.
- Designed branded graphics, marketing materials, and social media content using Canva, contributing to enhanced brand visibility and engagement.
- Managed email and communication workflows via Gmail and Google Spaces, ensuring timely coordination and effective support for administrative functions.
- Supported website design edits and content updates on Wix to keep sites functional and on-brand.
- Adapted quickly to client tools and processes to meet tight deadlines and deliver consistent quality in support tasks.

## **Infospray**

**Jan 2023 - Mar 2024**

*Technical Virtual Assistant*

*Remote*

- Facilitated technical support and client onboarding via Zoom to ensure smooth transitions.
- Configured clients' Simplero and Facebook Ad accounts to optimize online presence.
- Integrated DNS settings among client hosts, Simplero, and Facebook Business accounts to enhance functionality.
- Managed clients' Facebook Business accounts including pages, Pixels, and ad campaigns.
- Developed custom conversions and fine-tuned ad campaigns to boost performance.
- Diagnosed and resolved client issues on Facebook ads and Simplero, enhancing user experience.
- Achieved Simplero certification, demonstrating advanced platform knowledge for effective client support.
- Recovered and secured over 30 Facebook accounts compromised by hacking attempts.

## **Guardian Angel eCommerce**

**May 2022 - Oct 2024**

*Virtual Assistant - Project Bidding*

*Remote*

- Identified and evaluated profiles and posts to discover viable leads for paid media services, enhancing lead quality.
- Initiated and maintained communication with leads through pre-defined templates to improve response rates.
- Developed a solid understanding of the business model to engage prospects effectively.
- Coordinated appointment setting for the Sales Team to facilitate lead acquisition.
- Conducted diligent follow-ups with leads who had not booked appointments.
- Monitored and documented outreach data to support strategic decisions on project bidding.

## **Staffing Referrals**

**Nov 2021 - Feb 2024**

*Marketing Support Assistant*

*Remote*

- Created sponsored emails, workflows, newsletters, and due reminders in HubSpot to improve client engagement and interaction rates.
- Co-edited drafted monthly client reports on sponsored articles, banners, ads, and emails.
- Scheduled and coordinated newsletter banner ads, leaderboards, and overlay ads using HubSpot and WordPress.
- Sourced and added targeted contacts to HubSpot, focusing on C-level executives and facilitating LinkedIn networking opportunities.
- Contributed to content posting, updating blog entries, and managing article publications.

- Reviewed and optimized landing pages and post-podcast emails to enhance user engagement and conversion rates.
- Collaborated with a Fiverr video editor to improve podcast quality through effective editing.
- Uploaded podcast videos and synchronized social media with Castos for efficient episode distribution.
- Oversaw Asana tasks and delegated assignments with established deadlines.
- Supported multiple team projects by executing various ad-hoc tasks as required.

## **HolyCow Digital**

**Sep 2020 - Feb 2023**

*Digital Campaign Manager*

*Remote*

- Devised and implemented webinar campaigns and developed Go HighLevel funnels within the HolyCow Digital GHL CRM.
- Constructed registration pages in EasyWebinar while organizing Facebook ad campaigns and automations via Zapier for GHL clients.
- Updated webinar calendars with accurate links, ensuring timely posting and reporting of client results.
- Verified client information systematically to ensure data accuracy.
- Documented key metrics including CPL, lead counts, and total ad expenditures for analytic insights.

## **Purple Virtual**

**Jul 2020 - Nov 2021**

*Online Event Coordinator*

*Remote*

- Collaborated with event organizers and managed a team of technical support agents to secure successful event execution and smooth operations.
- Ensured seamless event operations through meticulous planning and oversight, resulting in positive feedback from attendees and organizers.

## **PEMA**

**Apr 2021 - Aug 2021**

*Lead Generation, LinkedIn & Email Marketing*

*Remote*

- Administered daily LinkedIn activities to optimize lead generation, resulting in increased engagement and prospect interest.
- Managed and responded to messages across multiple accounts to maintain communication efficiency.
- Addressed client inquiries with tailored responses to ensure clarity and resolution.
- Evaluated lead alignment with target demographics to enhance outreach success.
- Coordinated appointment scheduling with interested prospects and managed calendars diligently.
- Initiated contact with qualified prospects for appointment bookings, increasing engagement and conversion rates.
- Delivered daily appointment booking reports to management for strategic evaluation.
- Utilized tools such as Jarvee, Ulinic, Socinator, Google Sheets, Google Docs, and Typelt4Me to streamline workflow.

## **FoxMetrics**

**Jun 2020 - Aug 2021**

*Digital Marketing Manager*

*Remote*

- Developed, executed, and managed comprehensive marketing campaigns to increase brand awareness and customer engagement.
- Oversaw project schedules and marketing plans to ensure alignment with business objectives.
- Published engaging content on the company website to drive traffic and enhance brand visibility.
- Conducted site audits using SEMRush, scheduled social media posts, collaborated via Asana on project tasks, and facilitated administrative duties to streamline team efficiency.
- Scheduled social media posts to enhance audience engagement.
- Collaborated with teams using Asana for improved project outcomes.

- Executed administrative tasks to support operational efficiency, resulting in streamlined processes and improved team productivity.

## **Simployee**

**Aug 2020 - Dec 2020**

*Marketing Coordinator*

*Remote*

- Ensured timely content publication on social media channels, increasing audience engagement and interaction.
- Updated and executed editorial calendars to align content with marketing strategies.
- Engaged with the online community and managed social media interactions to foster a positive brand image.
- Assisted in SEO activities, including link-building and outreach, to boost online presence.
- Collaborated with graphic designers to produce high-quality marketing materials, supporting brand consistency.
- Researched industry-related topics and compiled marketing reports for strategic insights.
- Designed artwork for recruitment and social media posts using Canva to enhance visibility and engagement.
- Implemented SEO best practices on website and blog content using Rank Math SEO tools.
- Applied basic SEO techniques, including the management of headings and alt tags, to improve website accessibility.

## **Growth Marketing Conference**

**Jan 2016 - Sep 2020**

*Marketing Coordinator*

*Remote*

- Assisted the Marketing Manager in prioritizing tasks and ensuring timely completion to meet monthly goals.
- Managed all email communications via HubSpot, enhancing audience engagement and increasing open rates.
- Organized partner webinars using Zoom and Slack to facilitate effective collaboration and boost partner engagement.
- Led the Filipino Admin team on marketing initiatives, improving collaboration and achieving project milestones.
- Reviewed banner creatives for timely delivery and created banners with Adobe Photoshop.
- Executed various marketing tasks including banner creation, webinar preparation via Zoom, website updates with WordPress, and Eventbrite management, resulting in increased event attendance and engagement.
- Conducted LinkedIn research and implemented strategies that enhanced brand visibility.
- Performed data cleanup in CRM systems to improve data accuracy for targeted campaigns.
- Managed Facebook marketing and event promotions, leading to higher audience interaction.

## **Repeaterstore.com**

**Mar 2018 - Apr 2019**

*Admin and Chat Support*

*Remote*

- Managed live chat support for a signal booster company by providing timely responses to customer inquiries.
- Updated Shopify product listings and reconciled Shopify data with Pipedrive deal values for accuracy.

## **Startup Socials**

**Jan 2014 - Jan 2016**

*Administrative Assistant*

*Remote*

- Executed operational marketing tasks including banner creation, webinar preparation, WordPress website updates, and Bizzabo event management to enhance online presence and engagement.
- Supported event promotions by submitting event links to directories, managing Apollo and Autopilot contacts, and handling Google Calendar scheduling.

**OOH365****Sep 2014 - Dec 2015***Motor Claims Handler/ Customer Service Specialist**Onsite, Cebu, Philippines*

- Handled inbound calls to assist policyholders with motor claims, providing clear and efficient support.
- Provided regular updates to policyholders on vehicle repair statuses.
- Generated authority reports based on engineers' inputs for improved internal tracking.

**Real Estate Broker****Jul 2012 - May 2014***Real Estate Virtual Assistant**Remote*

- Conducted county research to obtain tax sale schedules, enhancing the accuracy of the property investment database.
- Established a website using GoDaddy.com to improve online visibility and drive increased client inquiries.
- Authored and submitted articles on Real Estate topics to various directories.
- Performed detailed data entry and property research across multiple states to ensure comprehensive listings.
- Maintained up-to-date records in Basecamp, including work logs and reports.

**Project-Based****Mar 2012 - Jun 2012***Data Entry Specialist**Remote*

- Executed data entry tasks for a Swedish sports magazine, ensuring accuracy and detail to improve data reliability.
- Compiled data on football clubs from various districts, completing at least 500 rows daily to streamline the data processing workflow.
- Utilized a client-provided website to transfer detailed club information into a structured spreadsheet, enhancing the contact database.
- Conducted research on club coaches, managers, and team leaders to expand the magazine's network of sports professionals.

**Canadian Online Pharmacy****Nov 2011 - Feb 2012***Cold Calling Representative - Inbound/Outbound Sales**Onsite, Cebu, Philippines*

- Engaged customers as both an outbound and inbound sales representative, employing digital marketing strategies to enhance interaction and support service objectives.

**Frazer Carpet Cleaning Services****May 2011 - Nov 2011***Appointment Setter**Onsite, Cebu, Philippines*

- Coordinated and scheduled appointments for prospective customers, enhancing customer engagement and increasing service bookings.

**Sprint****Nov 2010 - Feb 2011***Customer Service Representative**Onsite, Cebu, Philippines*

- Assisted customers with inquiries related to their Sprint accounts by utilizing excellent listening skills for accurate and efficient service.
- Resolved billing issues and technical problems with phone services, contributing to improved customer satisfaction and retention.

**Vonage****Sep 2009 - Jan 2010***Inbound Sales Representative**Onsite, Cebu, Philippines*

- Responded to inbound calls from potential customers interested in Vonage's products and services, converting inquiries into sales using CRM automation tools, and contributing to increased sales growth.

**Cebu Tribal Multicraft Corporation****Jun 2003 - Jun 2007**

#### *Administrative Assistant*

*Onsite, Cebu, Philippines*

- Performed diverse clerical duties including filing records, data entry into the database, call handling, processing customer orders, conducting inventory checks, and executing payrolls to improve office efficiency.
- Ensured accurate record-keeping through systematic data management and file organization.

## **EDUCATION**

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### **Informatics Computer Institute • Cebu, Philippines**

**Jan 2006 - Jan 2007**

*Diploma, Business and Information Technology*

### **Informatics Computer Institute • Cebu, Philippines**

**Jan 2001 - Jan 2003**

*Diploma, Computer Studies Major in Multimedia and the Internet*

### **Southwestern University (PH) • Cebu, Philippines**

**Jan 1999 - Jan 2001**

*Bachelor of Science, Optometry (Pre-Optometry)*

### **St. Joseph's Academy • Cebu, Philippines**

**Jan 1995 - Jan 1999**

*Junior High School*

### **St. Joseph's Academy • Cebu, Philippines**

**Jan 1988 - Jan 1995**

*Grade School*