

Regine Pamular Bolaños

E - C O M M E R C E V I R T U A L A S S I S T A N T
S O C I A L M E D I A M A N A G E R

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PROFILE

I am a social media manager and virtual assistant seeking a full-time position in the field of ecommerce, social media, and marketing communications, where I can apply my knowledge and skills for continuous improvement.

I also have experience in data entry, lead generation, web research, content writing, web designing, and digital marketing.

EDUCATION

Cavite State University, 2012

BS Medical Technology

Cavite State University - Science High School, 2005

Secondary Education

SOCIAL MEDIA



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CERTIFICATIONS

Digital Marketer Lab

Certified E-commerce Specialist. April 2020

Certified Content Marketing Specialist, April 2020

WORK EXPERIENCES

FHMOMS Online University

August 2018 - Present

E-commerce Trainer

- Provided relevant content like free webinars and live broadcast for the students
- Created training modules and videos
- Facilitate and moderate learning sessions of enrollees
- Provided support to students like answering to their queries, concerns, and feedback

Kloud Marketing - Kraftie Kreations

October 2020 - April 2021

Etsy and Shopify VA

- Uploading designs to POD sites like Customcat, Printify, and Gelato, and export the designs on clothing, mugs, and wall arts.
- Product listing on Etsy and Shopify
- Researched tags and keywords and optimized listings using Alura
- Provided customer support through chat and email - product issues, shipment delays, processed refunds
- Processed customers' orders
- Assigning other tasks to team members
- Built a Shopify store - store setup, web design, product listing, and web content
- Organized team's to-do lists, schedules, and plans on Clickup

NH Discounts LLC

June 2020 - August 2020

Purchasing Agent | Amazon VA

- Scouting and sourcing profitable products to sell on Amazon
- Evaluate Amazon transactions for returns, or reimbursements per company procedure
- Analyze products based on possible profit and ROI
- Communicate with the prospect brand owners via email and negotiate for wholesale pricing of products
- Extract products from competitor's storefront to identify and target the products that can be sold on Amazon

Content Monsta

Sept 2018- April 2020

Content Marketing Manager

- Creating and managing digital marketing content for Content Monsta and its clients.
- Seek new marketing opportunities and assist management with business growth activities
- Video and podcast editing
- Creating infographics and uploading blogs
- Social media management

WORK EXPERIENCES

FHMOMS Online Store

Feb 2019 - Dec 2019

Shopify Store Developer and Manager | Digital Marketer

- Created Shopify store - product sourcing, content writing, web development, and marketing
- Store management
- Social media management and marketing

ICOSA Brewhouse

Nov 2018- March 2019

Instagram Content Manager

- Creating content for Instagram account
- Scheduling and managing Instagram account

Good Life Basics

Sept 2018

Shopify Product Lister

- Wrote product descriptions
- Fixed Shopify store - settings, content, policies

Sabrina Braham and Tim Warren

May 2018 - Aug 2018

Virtual Assistant | Social Media Manager

- Managed social media accounts
- Created strategic marketing and social media content plan
- Scheduled content for social media
- Assisted them on email campaigns

Vision Whale

Feb 2018 - Jul 2018

Video Animator | Social Media Manager

- Managed social media accounts
- Worked directly with clients and create videos using either PowToon or GoAnimate/Vyond.
- Created strategic marketing plan

Femia Accountants

Jan 2018

Virtual Assistant | Social Media Manager

- Created Strategic Marketing Plan
- Managed social media accounts

MORE WORK EXPERIENCES

Neo Zheng

Dec 2017- Jan 2018

Amazon Product Researcher

- Scouting and sourcing profitable products to sell on Amazon
- Analyze products based on the given criteria

Rudderr, LLC

Sept 2017- Nov 2017

Amazon Virtual Assistant

Wholesale Account Manager

- Scouting and sourcing profitable products to sell on Amazon
- Evaluate Amazon transactions for returns, or reimbursements per company procedure
- Analyze products based on possible profit and ROI
- Communicate with the prospect brand owners via email and negotiate for wholesale pricing of products
- Extract products from competitor's storefront to identify and target the products that can be sold on Amazon

FILIPINA HOMEBASED MOMS

May 2017 - Nov 2017

General Virtual Assistant| Social Media Manager

- Create engagement posts on our social media accounts
- Create forms and presentations needed for events
- Manage events
- Photo and Video creation
- Email Marketing

THE GIDDY UP GROUP

June 2017 - Aug 2017

Product Researcher

Jr. Business Development

- Identify new prospect clients based on the given qualifications
- Manage sales pipeline

APPS, SOFTWARE AND TOOLS

- Canva
- Lumen5
- Powtoon
- Jing and Loom
- Hootsuite
- Buffer
- Later
- Price Checker 2
- Process St.
- Mailchimp
- Constant Contact
- Junglescout
- Viral Launch
- Keepa
- Shopify
- Amazon
- ClickUp
- Oberlo
- AMZ Scout Pro
- Social Media Platforms
- Facebook Ads Manager
- Google Apps
- Gsuite
- MS Office
- Dropbox
- Slack
- Snov.io
- Zapier
- Hubspot
- Jotform, Typeform, and Cognito Form
- Wix
- Wordpress
- GoAnimate/Vyond
- Planable
- Filmora
- Feedly
- Sniply
- Keywords Everywhere
- Merchant Words
- CustomCat
- Printify
- Gelato
- Printful
- Helium10
- Vela
- Etsy
- Alura
- Trello

SKILLS

Photo and Video Editing	● ● ● ● ●	Content Marketing	● ● ● ● ●
Social Media Management	● ● ● ● ●	Shopify Creation and Management	● ● ● ● ●
Sales and Marketing	● ● ● ● ●	Product Research	● ● ● ● ●
Email Campaigns	● ● ● ● ●	Facebook Ads	● ● ● ● ●
Content Writing	● ● ● ● ●	Order Fulfillment	● ● ● ● ●
Web Research	● ● ● ● ●	Customer Service	● ● ● ● ●
Amazon Scouting	● ● ● ● ●	Copywriting	● ● ● ● ●
Basic Web Designing	● ● ● ● ●	Optimizing listings	● ● ● ● ●
Admin Tasks	● ● ● ● ●	Branding and Marketing	● ● ● ● ●