

# 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

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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

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### **Cavite State University, 2012**

BS Medical Technology

### **Cavite State University - Science High School, 2005**

Secondary Education

## SOCIAL MEDIA

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## CERTIFICATIONS

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### **Digital Marketer Lab**

Certified E-commerce Specialist. April 2020

Certified Content Marketing Specialist, April 2020

## WORK EXPERIENCES

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### **FHMOMS Online University**

E-commerce Trainer

**August 2018 - September 2020**

- 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

### **NH Discounts LLC**

Purchasing Agent | Amazon VA

**June 2020 - August 2020**

- 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**

Content Marketing Manager

**Sept 2018- April 2020**

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

### **FHMOMS Online Store**

Shopify Store Developer and Manager | Digital Marketer

**Feb 2019 - Dec 2019**

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

### **ICOSA Brewhouse**

Instagram Content Manager

**Nov 2018- March 2019**

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

### **Good Life Basics**

Shopify Product Lister

**Sept 2018**

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

### **Sabrina Braham and Tim Warren**

Virtual Assistant | Social Media Manager

**May 2018 - Aug 2018**

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

## MORE WORK EXPERIENCE

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### **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

### **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**

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

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

## SKILLS

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Photo and Video Creation	● ● ● ● ●
Social Media Management	● ● ● ● ●
Sales and Marketing	● ● ● ● ●
Email Campaigns	● ● ● ● ●
Content Writing	● ● ● ● ●
Web Research	● ● ● ● ●
Amazon Scouting	● ● ● ● ●
Basic Web Designing	● ● ● ● ●
Admin Tasks	● ● ● ● ●
Content Marketing	● ● ● ● ●
Shopify Creation and Management	● ● ● ● ●
Product Research	● ● ● ● ●
Facebook Ads	● ● ● ● ●