



**Terence Joyce Gervacio**  
Virtual Assistant

## CONTACTS

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## EDUCATION

**Bachelors of Science in Computer Engineering**  
**ACLCL College**  
(2011 - 2016)

## PORTFOLIO

(Scan this QR code for a direct link to my portfolio on Google Drive.)



## SKILLS

- Proficient in Microsoft Office Suite and Google Workspace.
- Proficient in virtual assistant software and administrative tasks, including data entry, email, calendar, and data management.
- Experience in project management tools and CRM platforms, including Asana, Trello, ClickUp, Podio, and HubSpot.

## SUMMARY

Dedicated, capable, and creative problem-solver Virtual Assistant with nearly 7 years of experience supporting executives and teams. Skilled at handling numerous clients and achieving targets within fast-paced work environments. Committed to helping leaders accomplish goals efficiently while maintaining high standards of professionalism.

## EXPERIENCES

### **RESEARCH (MARKETING) TEAM - SENIOR TEAM LEADER (Dec 2020 - Present)** **Botkeeper PH**

- Lead and manage a team of Research Specialists by setting clear deliverables, holding weekly 1:1s, and providing coaching and mentoring.
- Define team objectives and track progress using 15Five and ClickUp, ensuring alignment with company goals.
- Conduct data research and market analysis to identify, enrich, and develop warm leads, expanding the sales pipeline through account discovery and prospecting.
- Maintain and optimize marketing databases by cleansing, enriching, tagging, scoring, and segmenting lead and account data.
- Design workflows and suggest automation processes in HubSpot to streamline lead enrichment, data management, and reporting.
- Utilize CRM and database tools, including HubSpot, to monitor pipeline activity, track progress, and ensure accurate, high-quality data.
- Create and maintain metrics reports on lead enrichment activities, analyzing sales and marketing data to provide insights and recommendations for optimization.
- Collaborate with cross-functional teams (sales, marketing, and operations) to ensure accurate data, support campaigns, and strengthen team alignment.
- Provide regular reports on team performance, goals, and objectives to leadership, supporting strategic decision-making.
- Stay updated on new products, messaging, and service offerings through ongoing training.

### **VIRTUAL ASSISTANT | DIGITAL ADMIN SUPPORT (Nov 2019 - Feb 2020)** **Shore 360, Inc.**

- Reported directly to the Marketing Manager and Senior Team to provide administrative and marketing support.
- Responded to client email inquiries and managed Facebook page job applications to ensure timely communication.
- Performed content updates and minor edits on company websites using WordPress.
- Updated and organized job postings in MyRecruitmentPlus, maintaining accurate records for recruitment.
- Scheduled and published job postings and blogs across Facebook and LinkedIn company pages to increase visibility.
- Assisted in blog posting, optimization, and social bookmarking to support SEO and marketing initiatives.
- Coordinated and assisted in planning internal marketing events, ensuring smooth execution.
- Handled additional administrative and marketing tasks as assigned to support business operations.

- Experience in workflow automation and scheduling tools, including Globiflow, Zapier, and Buffer.
- Experience in SEO and social media platforms, including Facebook, LinkedIn, Instagram, and Twitter.
- Experience in digital design and web platforms, including Canva, WordPress, and Mailchimp.
- Knowledgeable in HTML and CSS practices.
- Strong research skills, including cross-referencing multiple sources for accuracy.
- Ability to manage multiple virtual assistant projects simultaneously while maintaining high-quality service.
- Highly organized and detail-oriented, able to multitask in fast-paced environments.
- Team-oriented and capable of working independently in multicultural environments.
- Tech-savvy with a proactive problem-solving mindset and can-do attitude.

### **VIRTUAL ASSISTANT | SYSTEM DEVELOPER (Aug 2017 - Nov 2019) Yoonet Pty Ltd**

- Reported directly to the CEO (Business Coach), providing executive support through calendar management, Inbox Zero email handling, and client communication.
- Assisted the CEO in onboarding multiple professional medical clients, ensuring smooth transitions, accurate documentation, and creating SOPs to help clients navigate new systems.
- Handled professional medical clients on a one-to-one basis, delivering personalized service while maintaining strict confidentiality and professionalism.
- Designed and developed system apps, webforms, and automation in Podio CRM with Globiflow, streamlining client business operations and workflows.
- Conducted research on web app tools to enhance CRM functionality and maximize productivity for clients.
- Trained and supported clients in adapting to new systems, while providing ongoing technical and IT support.
- Managed client workflows, business processes, files, and databases, ensuring accuracy, efficiency, and compliance.
- Organized monthly client check-ins, prepared meeting minutes, and documented key actions for follow-up.
- Supported the CEO in strategic initiatives and decision-making through consistent and confidential administrative assistance.

### **SEO SPECIALIST**

- Improved local and organic search rankings by optimizing website content, metadata, technical SEO, and Google My Business profiles.
- Executed link building campaigns and updated business listings across directories to ensure accuracy and strengthen domain authority.
- Audited and maintained client websites, identifying areas for improvement and implementing fixes using basic programming and web design skills.
- Supported SEO campaigns through targeted social media posting to enhance online presence and engagement.

### **PLANT OFFICE DEPARTMENT INTERN (Apr 2016 - June 2016) Philippine Long Distance Telephone Company (PLDT)**

- Maintained and troubleshooted subscribers' telephone lines to ensure reliable service.
- Performed cabling, wire changes, and jumpering to support network connectivity.
- Handled fiber optic installation and performed precision fusion splicing.
- Provided prompt customer support by interacting with subscribers via phone, delivering technical assistance and information.