

# MARIA RHODA ORTIZ



+63 956 8757 242

rhodaortiz27@gmail.com

Cebu City

## Education

**BS in Education (DPE)**  
Cebu Institute of University  
2022-2023

**BS in Information Technology**  
University of Cebu  
2012 - 2017

## Expertise

Social Media Management

Email Marketing

Meta Ads

Graphic design (canva)

Admin Support

Data Entry

## Language

English

## Profile

With over 3 years of experience as a virtual assistant, I offer a strong skill set in social media management, administrative support, and database management, including data entry and lead generation. I'm committed to ensuring smooth operations, accurate data handling, and a strong online presence to help you achieve your goals efficiently.

## Work Experience

2022  
-  
2025

### Focus People - Market Research Recruitment Social Media Specialist

- Create and schedule social media content across Facebook, Instagram, LinkedIn, TikTok, YouTube, and Google My Business
- Manage social media engagement, including messages, comments, and community growth
- Place ads on Facebook, Google, and LinkedIn as needed
- Publish blog content using WordPress
- Plan and schedule content for executive social media accounts
- Conduct business research and update contact lists
- Maintain email marketing campaigns, ensuring brand consistency
- Support general admin tasks and assist team members as required

### Database Assistant

- Add new respondents to the database.
- Update standard fields in the database when needed.
- Updated customs tabs in the database when needed.
- Update info from emails sent to database.
- Review survey results for projects completed and add data to our database (Focus Pocus).

2021  
-  
2018

### Great Learnings & Technologies (GLATS) Cebu, Inc. English as Second Language (ESL) Instructor

- Teach 25-minute online English lessons to adults, from beginner to advanced levels
- Plan and deliver engaging lessons focused on grammar, listening, writing, and speaking
- Use varied teaching methods to boost student progress and test readiness
- Assess and support development of conversational skills through practice and feedback

## Tools

Canva  
Capcut  
Mailercloud  
Brevo  
Asana  
Hubspot  
Wordpress  
TeamWork  
Airtable  
Google drive  
Gmail  
Google docs  
Google Sheets (Excel)  
Focus Pocus (database program)  
Google Meet  
Teamwork  
Google Chat

## Reference

Juvy Manayaga

Cebu Office Manager  
+63 922 390 1604

Jane Vallejos

Assistant to the account manager  
+63 929 780 6555

2017

### eLink Systems & Concepts Corp.

#### •Marketing Specialist

- Provide our clients premier services to support their growth and success.
- Brainstorm and develop ideas for creative marketing campaigns.
- Assist in outbound or inbound marketing activities by demonstrating expertise in various areas (advertising, events planning etc.)
- Liaise with external vendors to execute promotional events and campaigns.
- Plan and execute initiatives to reach the target audience through appropriate channels (social media, e-mail, TV etc.).

2016

-

2017

### Sykes Asia Inc.

#### •Technical Support Representative

- Resolve customer internet issues.
- Provide assistance for modem/filter set up and modem troubleshooting.
- Interact and coordinate with other departments to resolve customer issues.
- Interpret customer records and repair tickets.
- Escalate customer trouble issues when appropriate.

2015

-

2016

### Static Data Hosting

#### •Junior Front-End Developer (Intern)

- Manage the content on the WordPress based on the web site.
- Create beautiful front end for the web sites.
- Formulate a responsive and effective design and converting it into a good working theme, as well as, plug-in.