

MIGUEL ROSE N. SORIANO

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ABOUT ME

I am a Virtual Assistant specializing in Shopify product listing, e-commerce management, and creative product marketing. With experience in product research, optimized listings, and store management, I help online businesses streamline operations and increase sales. I create eye-catching product creatives, ad-ready graphics, and Pinterest campaigns that drive traffic and attract buyers. Highly detail-oriented, organized, and results-driven, I deliver efficient workflows and consistent, high-quality output to help stores grow and perform at their best.

WORK EXPERIENCE:

VA ANGELICA OUTSOURCE COMPANY

Freelance Virtual Assistant – E-commerce Remote | April 2024 – July 2025

- Conducted product research to find trending and in-demand items for Shopify stores
- Listed and optimized products using keywords and compelling descriptions
- Created engaging product creatives (Canva, images, and descriptions)
- Assisted in Pinterest ad creation and content curation to boost traffic
- Helped with customer inquiries and order fulfillment as needed

RELEVANT SKILLS:

- Product Research (AliExpress, Amazon, TikTok Trends)
- Product Listing & Optimization (Shopify, Canva)
- Graphic Design for Creatives (Canva, Pinterest)
- Shopify Backend Management
- Social Media & Ad Design (Pinterest Ads)
- Basic Admin Tasks & Data Entry
- Google Docs, Sheets, Calendar

EDUCATION:

Bachelor of Computer Science
2025–2025 University of Caloocan City
SM Foundation Scholar