

# MIGUEL ROSE N. SORIANO

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officialmiguel14@gmail.com

## ABOUT ME

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I am a university student and SM scholar with hands-on experience in virtual assistance, particularly in e-commerce and creative product marketing. I've helped online store owners with product listing, research, and managing Shopify stores. I'm also skilled at creating eye-catching product creatives and Pinterest ads that help attract potential buyers. Detail-oriented, organized, and a quick learner — I'm eager to contribute to growing online businesses while building my professional career.

## WORK EXPERIENCE:

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Freelance Virtual Assistant – E-commerce Remote | September 2024 – Present

- 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:

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- 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:

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