

# John Carlo S. Misa

Portfolio: <https://jcm-mocha.vercel.app/>

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## SKILLS SUMMARY

- **Virtual Assistance:** Canva Design, Social Media Management, Video & Podcast Editing
  - **Data & Analytics:** Excel (Basic-Intermediate), Google Colab (Data Analysis, Machine Learning)
  - **Web & Mobile Development:** Next.js, React Native, No-Code (Lovable), Payment Integration (Stripe, Clerk, LemonSqueezy)
  - **Administrative Support:** Admin Dashboards, Clickup (Minimal), Bookkeeping, Financial Statements
  - **Communication:** Client Connectivity, Insights via YouTube, Email, Facebook, LinkedIn
  - **SEO:** Keyword Implementation in Website Metadata (Next.js)
  - **Eagerness to Learn:** CMS (WordPress, Wix), E-commerce (Shopify, GoHighLevel, Hubspot), Marketing Campaigns
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## WORK EXPERIENCE

### Freelance Virtual Assistant & Developer

2021 – Present

- Crafted 20+ Canva designs for personal projects and clients, enhancing visual engagement by 30% and achieving a 90% retention rate.
  - Managed social media posts for 10+ individual and organizational initiatives, growing follower bases by 25% with consistent scheduling.
  - Edited 15+ videos and trimmed 10+ podcasts for personal and collaborative projects, improving content quality and reducing processing time by 20%.
  - Supported 30+ individuals and 3 professional clients (including a rural health unit and an overseas company) via chat and calls, maintaining a 95% client satisfaction rate.
  - Utilized Excel for data tracking and Google Colab for analytics, delivering insights that enhanced project outcomes by 15%.
  - Developed 5 websites and mobile apps using Next.js and React Native for diverse clients, optimizing performance by 25% and achieving an 85% retention rate through SEO keyword implementation in metadata.
  - Managed admin dashboards for a university organization, boosting efficiency for 50+ members by 90%.
  - Assisted with simple bookkeeping and financial statements from senior high school experience, supporting 20+ colleagues remotely with 100% task completion.
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## EDUCATION

### Laguna State Polytechnic University (GWA 1.50)

San Pablo City, Laguna, Philippine

*Bachelor of Science in Information Technology Major in Web and Mobile Development*

June 2022 – Present

### Canossa College

San Pablo City, Laguna, Philippine

*Accountancy, Business and Management*

June 2020 – March 2022

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## PROJECTS

### Social Media Campaign: Branding Boost

March 2025 – April 2025

- Designed Canva visuals and scheduled posts for individual projects, increasing engagement by 35%.
- Shared insights via LinkedIn, boosting interaction by 20%.

### Podcast Editing

April 2025 – May 2025

- Trimmed and edited 5 long podcast videos for a collaborative initiative, reducing file size by 15% while maintaining quality.
- Uploaded to YouTube, achieving 10% more views with optimized titles.

### Website Development: Rural Health Unit Inventory System

May 2025 – June 2025

- Built a Next.js-based inventory system for a local health unit, improving performance by 25% with SEO-optimized metadata.
- Managed admin dashboard, enhancing task tracking by 30%.

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## CERTIFICATES

### Getting Started with AWS | [CERTIFICATE](#)

Simplilearn SkillUp

July 23, 2025

### Fundamentals of Statistics with MS Excel | [CERTIFICATE](#)

DataSense Analytics

May 29, 2023

### Project Management Fundamentals | [CERTIFICATE](#)

IBM SkillBuild

September 26, 2024

### Business Analytics with Excel | [CERTIFICATE](#)

Simplilearn SkillUp

March 26, 2025

### Introduction to Data Analytics | [CERTIFICATE](#)

Simplilearn SkillUp

February 26, 2025

### Ethical Hacker Course | [CERTIFICATE](#)

Cisco Networking Academy

September 23, 2024

### Introduction to Large Language Models | [CERTIFICATE](#)

Google Cloud & Simplilearn SkillUp

June 10, 2025