



# KATE ABIGAIL PALMA

*Experienced, Tech-savvy and Go-getter Virtual Assistant*

Motivated and detail-oriented Administrative Assistant with a strong background in data entry, social media management, and email handling. Seeking to contribute my skills and dedication to a dynamic organization that values quality and efficiency.

## EDUCATION

- Cavite State University  
*Bachelor of Science in Business Management major in Marketing Management*  
Completed in 2017

## CONTACT

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## PROFILE ACCOUNTS

- [Portfolio](#)
- [LINKEDIN PROFILE](#)

## TOP SKILLS

- **Hard Skills**
  - Data Entry
  - Social Media Management
  - Admin Tasks
  - Pay reports and Inventory
  - Email Handling
  - Microsoft Office Suite (Word, Excel, PowerPoint)
  - Canva
  - Strong verbal and written communication skills
  - Time management and organizational abilities
  - Bilingual: Filipino and English

## PROFESSIONAL EXPERIENCE

- **Choosy Brand – General Administrative Assistant**  
*Texas, USA – June 2020 – May 2023 – CST timezone*

Key responsibilities:

- Managed and maintained the executive's calendar, scheduling appointments and coordinating meetings.
- – Handled sensitive and confidential information with discretion and professionalism.
- – Prepared and edited reports, presentations, and correspondence for internal and external distribution.
- – Conducted data entry and maintained accurate records using various software applications.
- – Assisted in organizing company events and coordinated logistics with vendors.

- **Quba Pro INC. – Data Entry Specialist**  
*New York, NY 2019 – 2020 – EST Timezone*

Key responsibilities:

- Entered and verified data into the company's database with a high degree of accuracy.
- – Conducted regular audits of data to ensure consistency and eliminate errors.
- – Collaborated with team members to streamline data entry processes, resulting in increased productivity.
- – Assisted in training new employees on data entry procedures and best practices.

- **David's Lion Band – Social Media/Virtual Assistant**  
*Washington, DC 2018–2019 PST/PDT Timezone*

Key responsibilities:

- Developed and implemented social media strategies to increase brand awareness and engagement.
- – Created and curated engaging content for various social media platforms.
- – Monitored social media trends and conducted competitor analysis to identify opportunities for improvement.
- – Interacted with followers, responded to comments, and addressed customer inquiries.