

# Christian M. Miclat

TECH OPERATIONS & BACKEND ADMIN | IT GRADUATE

## CONTACT

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## WORK EXPERIENCE

### Project-Based / Freelance Virtual Assistant

March 2023 - June 2025

- Processed and validated lead data, ensuring it met defined criteria for qualification.
- Systematically completed administrative work for project-based tasks
  - Organized spreadsheets, documents, and internal systems
  - Input data into systems/platforms
- Managed emails or outreach for clients
  - Sent initial and follow-up messages
  - Tracked sent outreach messages
- Managed social media content
  - Created content and visuals for project-based clients
  - Researched best-performing social media posts for repurposing into emails or other forms of content

### SEO/CMS Specialist & Web Developer

DialBox Solutions - EmpowerMe Business

May 2023 - June 2024

- Conducted keyword research to identify relevant and high-traffic keywords.
- Analyzed competition and search trends to optimize content strategy.
- Analyzed website performance using tools like Google Analytics and Search Console
- Generated regular SEO performance reports and recommending improvements
- Created SEO-friendly URLs and optimized internal linking structure
- Developed and maintained websites for clients in terms of design and functionality

### College Intern, Marketing Department

University of Perpetual Help System - Laguna

August 2021 - January 2022 (5 months)

- Creatively produced visuals and outputs intended for social media presence
- Effectively communicated with the marketing department superiors and co-interns
- Successfully completed 500 hours of internship work

### Senior High School Work Immersion Trainee, Overall Quality Assurance

CREOTEC Philippines Inc. - Laguna Center

- Efficiently and consistently ensured that the products were made within the simulation of a factory industry met the standard expectations
- Accomplished an important role by punctually attending the work immersion site for its complete duration

## TECHNICAL SKILLS

- Data Entry and Vetting
- Email Management
- Administrative Tasks
  - *BrilliantDirectories, GoHighLevel, Asana, Trello*
- Microsoft Office and Google Workspace Proficiency
- Lead Generation / Email Outreach
  - *LinkedIn Sales Navigator, Apollo, ZoomInfo*
- Search Engine Optimization (SEO)
  - *Google Analytics, Google Search Console, Semrush, Ahref, Shopify SEO, Square Up*
- Graphic Design and Reel Editing
  - *Canva, Capcut*
- Web Development & Link Building
- Data Analysis and Keyword Research
- Performance Monitoring and Reporting
- Basic Knowledge in HTML, and CSS
- Basic Knowledge in C++, Java, and Cisco
- Basic Computer and Network Troubleshooting
- Extensive Knowledge in PC Assembling

## SOFT SKILLS

- Fluent English Speaker
- Analytical & Resourceful
- Efficient & Productive
- Willing to be Trained
- Adaptive & Collaborative

## EDUCATION HISTORY

### Bachelor of Science in Information Technology

University of Perpetual Help System - Laguna | 2022

- College Graduate

### Science Technology Engineering and Mathematics (STEM)

University of Perpetual Help System - Laguna | 2019

- High School Graduate