

# Shara Mae Licuanan Reyes

Virtual Assistant | Content Creator | Lead Generation Specialist

📍 Philippines | ✉️ [shrmreyes@gmail.com](mailto:shrmreyes@gmail.com) | 📞 +63 994 489 4725

🌐 Portfolio: <https://shrmreyes.github.io/shara-virtual-assistant>

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## PROFESSIONAL SUMMARY

Resourceful and tech-savvy Virtual Assistant with 2+ years of experience supporting online businesses in content research, customer support, affiliate marketing, and lead generation. Proficient in tools like Canva, CapCut, Beehiiv, D7 Lead Finder, Instantly, Instant Data Scraper, and Suno. Known for being proactive, highly organized, and creative. I bring a "get it done right" mindset to every task and thrive in remote, fast-paced environments.

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## CORE COMPETENCIES

**Administrative Support** – Inbox/calendar management, task planning, SOP writing, and scheduling.

**Lead Generation & Outreach** – D7 Lead Finder, Instant Data Scraper, Instantly, and CRM tracking.

**Data Entry & Documentation** – Clean, accurate records, spreadsheets, and client reports.

**Customer Support (Chat & Email)** – Fast, friendly support with retail and eCommerce experience.

**Affiliate Marketing** – Organic promotion strategies, content hooks, and TikTok-style outreach.

**Content Creation** – Canva, CapCut, and Suno for short-form video, social media posts, and branded assets.

**Social Media Assistance** – Content planning, post scheduling, and engagement support.

**E-commerce VA Support** – Amazon, Shopify, eBay product listing and backend management.

**SEO Research & Content Planning** – Blog topic discovery, keyword tools, and ChatGPT prompt workflows.

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**Project & Task Management** – Asana, Monday.com, Trello, and Google Workspace for organized workflows.

**Blog & Email Publishing** – Experience with Beehiiv, Notion, and Squarespace content uploads.

**Creative Support** – Canva thumbnails, video clips (CapCut/Filmora), LANDR audio editing.

**AI Tool Integration** – Using ChatGPT and automation tools for prompts, content, and VA task flows.

**Research & Reporting** – Fast information gathering for SOPs, market research, and blog briefs.

**Flexibility & Adaptability** – Thrives in async, fast-paced teams and cross-industry virtual roles.

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## TOOLS PROFICIENCY

### 📌 Admin & Communication

Google Workspace (Gmail, Calendar, Docs, Sheets), Microsoft Office, Slack, Zoom, Skype, Trello, Asana, Monday.com, Loom

### 📌 E-commerce & Business Platforms

Amazon Seller Central, Shopify, eBay Seller Hub, Google My Business

### 📌 Design & Multimedia

Canva, CapCut, Filmora, LANDR, Suno (for AI audio/video content)

### 📌 Content Publishing & Blog Tools

Beehiiv, Notion, Squarespace, YouTube Studio

### 📌 Lead Generation & Outreach

D7 Lead Finder, Instantly, Instant Data Scraper, Google Sheets, CRM trackers

### 📌 Automation & AI Tools

ChatGPT, Chrome Extensions (scrapers, scheduling, auto-fill tools)

### 📌 File & Data Management

Google Drive, Dropbox, Notion, Instant Data Scraper, Excel/CSV exports

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## EXPERIENCE

### Freelance Virtual Assistant (Remote)

*Content | Lead Gen | Admin Support*

 2022 – Present | 📍 Philippines

- Researched trending blog/video topics for health, AI, and beauty niches using ChatGPT, Google, and SEO tools
- Created and maintained 20+ SOPs, templates, and internal documents to streamline workflows
- Produced short-form content using Canva, CapCut, and Suno; managed visual assets and branding folders
- Built lead lists using D7, Instantly, and Instant Data Scraper for outreach campaigns
- Published and scheduled blog posts and emails via Beehiiv

### South Star Drugstore – Pharmacist Assistant & Cashier (April 2022 – October 2024)

- Assisted customers with transactions and product inquiries.
- Maintained organized documentation for inventory and sales records.
- Provided **administrative support**, including data entry and report preparation.

### Nutridense Food Products – Quality Control Officer (Nov 2021 – March 2022)

- Conducted research and data analysis for quality assurance.
- Created reports and maintained accurate records of findings.
- Assisted in **technical documentation and compliance reporting**.

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## St. Joseph Drugstore – Pharmacist Assistant & Cashier (July 2019 – March 2020)

- Managed customer inquiries, transactions, and prescription processing.
- Organized and maintained business records and reports.

## EDUCATION

University of Luzon – Bachelor of Science in Pharmacy (2016–2019)

## Certifications:

- Good Manufacturing Practices (GMP) Certificate
- Hazard Analysis and Critical Control Points (HACCP) Training Certificate
- First Aid and CPR Certification

## PREFERRED MONTHLY RATE

💰 PHP 25,000 – 35,000 (Negotiable based on responsibilities and scope of work.)

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## WHY HIRE ME?

💡 **Reliable & Detail-Oriented** – Strong organizational skills and ability to manage multiple tasks.

📌 **Tech-Savvy & Adaptable** – Proficient in modern tools and eager to learn new systems.

⌚ **Efficient & Time-Conscious** – Meets deadlines and ensures seamless workflow.

🌐 **Remote Work Expertise** – Comfortable collaborating across time zones and industries.

I'm excited to bring my **virtual assistance expertise** to your team! Let's connect.