

# Antoneth Bacalla

CONTACT

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SUMMARY

I am a dedicated and motivated professional with experience as a Virtual Assistant in search of a position that will allow me to apply my strong interpersonal skills as well as my eagerness to contribute to a quality institution. Moreover, I would like to work in a professional and active environment where I can use what I have learned or trained to develop and improve within my chosen endeavor

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PROFESSIONAL  
EXPERIENCE

- Digital Marketing Virtual Assistant**  
Outsourced Doers, Inc. *May 2023-Mar 2025*
- Managed social media accounts, creating and scheduling content to increase engagement and brand presence.
  - Supported SEO tasks, including keyword research and on-page optimization to improve search rankings.
  - Assisted in email marketing campaigns, including drafting newsletters and analyzing performance metrics.
  - Collaborated with clients to ensure marketing goals were met while maintaining high levels of communication and organization.
- Customer Service Representative**  
Laasie.ai *December 2024-June 2025*
- Delivering high-quality, empathetic customer service through email ensuring timely and accurate resolutions.
  - Supporting users with reward redemption processes, platform navigation, and account-related inquiries.
  - Collaborating closely with cross-functional teams to escalate technical issues and optimize user experience.
  - Utilizing CRM and support tools to manage tickets, track interactions, and contribute to a seamless service experience.
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EDUCATION

- Holy Cross of Davao College | 2022-2025**  
Bachelor of Science in Customs Administration
- Consistent Dean's Lister for all semesters
- High School STEM**
- Davao City National High School | 2015-2021
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ADDITIONAL  
INFORMATION

- **Technical Skills:** Digital Marketing, Design & Multimedia, Technical & Administrative, Customer Support and Engagement
  - **Languages:** English, Tagalog, Bisaya
  - **Certifications:** Digital Marketing Foundations, Email Marketing, Administration Support
- Issued by Outsourced Doers Inc.*  
*Completion Date: August 2024*