



GHIA BURAC

Executive Assistant | Project Manager

Experienced operations manager & executive assistant capable of various administrative tasks supporting local and international brands. Vast work history in health & wellness, pharmaceutical, entertainment, technology and communication industries.

RELEVANT EXPERIENCE

EXECUTIVE ASSISTANT | 2021 - 2022

- Supported the business growth by providing admin support to the CEO with variety of tasks and responsibilities.
- Increased operations productivity with creative solutions and systems improvement.
- Assisted with projects and marketing campaigns from planning to execution resulting to an increased in the brand's bookings and sales 5x the usual rate.

SEO SPECIALIST & CONTENT CREATOR | 2020 - 2021

- Composed SEO-optimized articles for different niches. On-time content submission and with 4.8/5 rating in quality output. Improved click-through-rate and page ranking with quality, relevant, original content written materials. Grew brand presence with social media graphic content and scheduled posting.
- Email Marketing and Management: Managed a high volume of emails and correspondence including general inquiries up to complaints handling. Processed email marketing which increased conversion of leads into customers by 42% than the usual metric.

CONTACT

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📍 Manila, Philippines

SKILLS

- Web content - written & creatives
- SEO optimized articles
- E-commerce operations
- Sales & Customer service
- Research & email management
- Other admin tasks i.e reports & documentation, schedule appointment, travel arrangements, etc.

EDUCATION

RND Licensure Exam Passer 2017

BS Nutrition 2016

University of the Philippines - Los Baños