

# Gladys Lacia

*Content & Editorial VA, Research & Ideation Support VA, Community Management & Engagement VA, and Documentation & Workflow Support VA*

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## A. Professional Summary

Detail-oriented Virtual Assistant with hands-on experience supporting a faith-based educational business during its early growth stage. This role marked my early virtual assistant experience, with responsibilities evolving organically over time based on trust, initiative, and demonstrated capability.

My work primarily supported content creation, community engagement, research, documentation, and workflow organization. I consistently contributed through proactive communication, structured planning, and creative problem-solving, while learning real-world VA systems in a live business environment. My strongest contributions occurred in roles requiring content support, research, documentation, and collaborative planning, rather than high-volume administrative enforcement.

### **Strongest VA Role Alignment (evidence-based):**

- Content & Editorial Virtual Assistant
- Research & Ideation Support VA
- Community Management & Engagement VA
- Documentation & Workflow Support VA

### **Lower alignment (based on past challenges):**

- High-precision administrative enforcement roles (e.g., calendar policing, daily visibility tracking)
- Backend operations roles requiring constant system compliance without creative or contextual work

These roles align with demonstrated strengths in writing, organizing information, creating templates, researching trends, and supporting strategic thinking. Strongest performance occurs when work involves clear deliverables, creative contribution, research, and shared accountability. Greater friction occurs when responsibilities require sustained administrative oversight across multiple systems simultaneously.

## B. Work Experience

### Family Secrets to Success

#### General Virtual Assistant

May 2025 – February 2026

This experience is presented as a role-based timeline to accurately reflect evolving responsibilities and authority.

#### Role 1: Junior Virtual Assistant – Content & Community Support

May 2025 – July 2025

##### ● Scope of Responsibilities:

- Assisted with Facebook page and community engagement
- Edited and prepared visual posts using Canva
- Drafted and organized blog content for lessons and educational materials
- Reported engagement metrics and growth updates
- Communicated availability, progress, and task completion in real time

##### ● Level of Authority and Decision-Making Power:

- Task-based execution
- Decisions required approval before implementation
- Limited independent posting authority

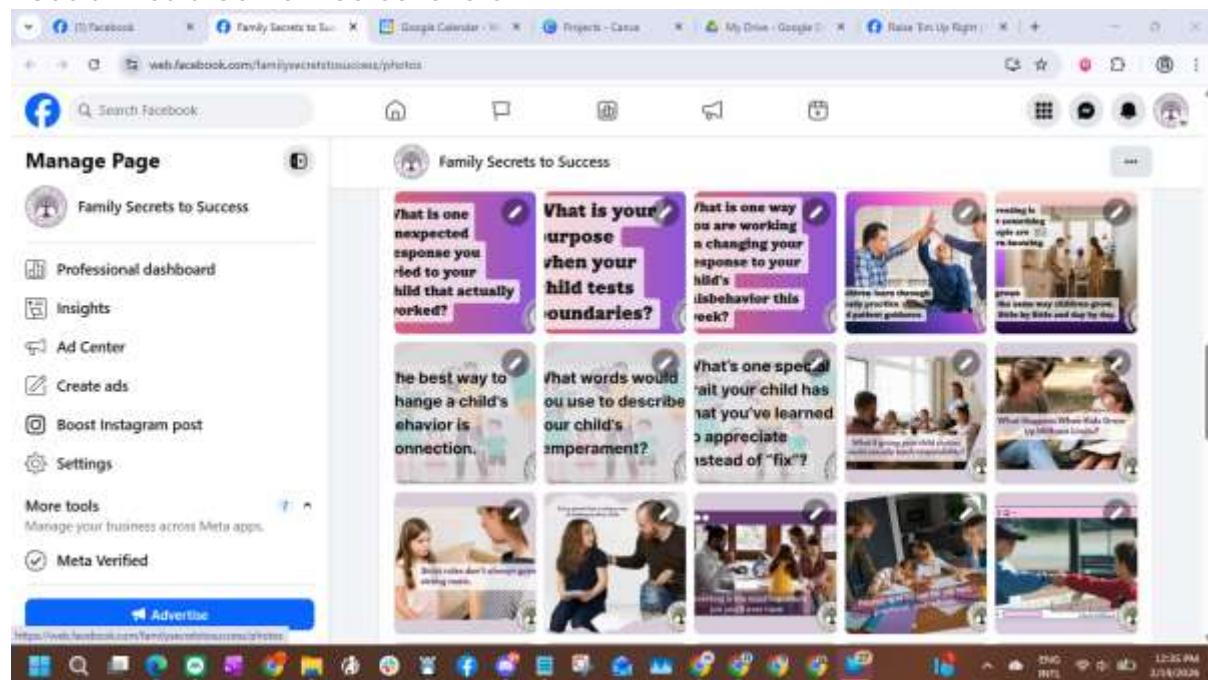
##### ● Evidence:

###### - Social Media Captions:

<https://docs.google.com/document/d/1asdv1k93t2ZEyKZf1Oc4p7XXFwhaSqXAsuJTc66ETLk/edit?tab=t.0>

- Blog Contents: [https://docs.google.com/document/d/1g5zf5BRJdWOFuWfYDSDej-TdIX9pCRe6Z9-DaBFkw\\_U/edit?tab=t.6uovntsa73mv](https://docs.google.com/document/d/1g5zf5BRJdWOFuWfYDSDej-TdIX9pCRe6Z9-DaBFkw_U/edit?tab=t.6uovntsa73mv)

###### - Social Media Content Screenshots:



Three screenshots of a file explorer window showing blog photos and videos.

**Screenshot 1: blogphotos&videos2**

- Left sidebar: Downloads, My Drive (onlinejob1by9r), D:, gl.gladyslacia@gmail.com, files2save4jobhunt2026, 024a\_Archive, 02c2\_february, 022\_Drafted Posts (Pre-Publish).
- Right pane: A grid of 12 items, each with a thumbnail and a title. Some titles include "giving-", "qa-", and "what-style-of-parenting-will-help-me-meet-my-child's-temperament".

**Screenshot 2: blogphotos&videos3**

- Left sidebar: Same as Screenshot 1.
- Right pane: A grid of 3 items, each with a thumbnail and a title. Titles include "the-best-way-to-change-a-child's-behavior-is-conn" and "what-words-wou-id-you-use-to-de-scribe-your-child's-temperament".

**Screenshot 3: blogphotos&videos4**

- Left sidebar: Same as Screenshot 1.
- Right pane: A grid of 2 items, each with a thumbnail and a title. Titles include "2version-parenting-skills-can-be-learned" and "2qa-parenting-skills-can-be-learned".

- Facebook Page Insights from June 1, 2025 to January 31, 2026:  
[https://drive.google.com/file/d/1hXvDXq\\_Z4X6Eg674Geb2NzOybzbjZu9As/view](https://drive.google.com/file/d/1hXvDXq_Z4X6Eg674Geb2NzOybzbjZu9As/view)
- Facebook Group Insights From November 21, 2025 to February 18, 2026:  
<https://drive.google.com/file/d/1mKZ59G8KjnmpcTPAtQAAkDpNXdK0cRzB/view>

## **Role 2: Creative & Research Support Virtual Assistant**

**July 2025 – August 2025**

**● Scope of Responsibilities:**

- Researched parenting and education trends for content planning
- Proposed blog topics, content categories, and engagement themes
- Assisted with early workflow ideas and content structuring
- Supported social media planning and caption drafting
- Began documenting ideas and notes in shared tools

**● Level of Authority and Decision-Making Power:**

- Moderate autonomy in research and ideation
- Recommendations reviewed before execution
- Informal authority based on trust, not formal delegation

**● Evidence:**

- Themes and Trends Research:

**TOPIC 1: BACK-TO-SCHOOL ROUTINES**

**THEMES**

- 1: Back-to-School Prep and Positive Anticipation
- 2: Hashtags #cleartheset and #bettertogether
- 3: Back-to-School Moments
- 4: Budget-friendly food recipe ideas
- 5: Routine tips and checklists
- 6: Anxieties and struggles related to school transitions

**TRENDS**

- Theme 1: Back-to-School Prep and Positive Anticipation
  - 1: morning routines before school starts
  - 2: bedtime routines before school starts
  - 3: involving children in routine planning (such as letting them pick breakfast bowls or set their own alarms)
  - 4: hashtag #BackToSchool
  - 5: using digital family calendars (physical or app-based) to keep everyone organized and on the same page about schedules, activities, and homework
  - 6: "day in the life" videos, Q&As, and collaborative challenges: encouraging parents to share their own experiences and tips
  - 7: address the mix of emotions (nervousness, excitement, anxiety) that come with the season
- Theme 2: Hashtags #cleartheset and #bettertogether
  - 1: Amazon Wishlists
  - 2: parent support for kids
  - 3: community support for moms
  - 4: teamwork
- Theme 3: Back-to-School Moments
  - 1: photo traditions
  - 2: #backtoschool, #firstdayofschool, and #schoolmemories
  - 3: DIY projects (customizing backpacks, water bottles, and school accessories)
- Theme 4: Budget-friendly food recipe ideas
  - 1: #StrugglesDeals & \$10 Meal Challenge
  - 2: Batch Cooking & Meal Prep
  - 3: Breakfast and lunch ideas
  - 4: Pantry & Freezer Staples
  - 5: #budgetmeals, #cheaprecipes, #familydinner, and #backtoschoollunch
- Theme 5: Routine tips and checklists
- Theme 6: Anxieties and struggles related to school transitions

- Proposed blog topics:

[https://drive.google.com/drive/folders/1MRvM9pVoN\\_7zpSoVLOHPqYeCfMAjQRMH](https://drive.google.com/drive/folders/1MRvM9pVoN_7zpSoVLOHPqYeCfMAjQRMH)

- Social media planning and caption drafting:  
[https://drive.google.com/drive/folders/1PWQBQFmseN\\_VMhmDgDt5z7mfWVPZysXf](https://drive.google.com/drive/folders/1PWQBQFmseN_VMhmDgDt5z7mfWVPZysXf)

### **Role 3: Multi-Function Virtual Assistant (Content, Community, Workflow Support) September 2025 – October 2025**

#### **● Scope of Responsibilities:**

- Managed content creation across Facebook pages and groups
- Created Canva graphics and short-form video drafts (reels)
- Helped organize content calendars and posting rhythms
- Tracked engagement metrics and compiled reports
- Assisted with workflow documentation and task organization
- Supported research related to funnels, offers, and community growth

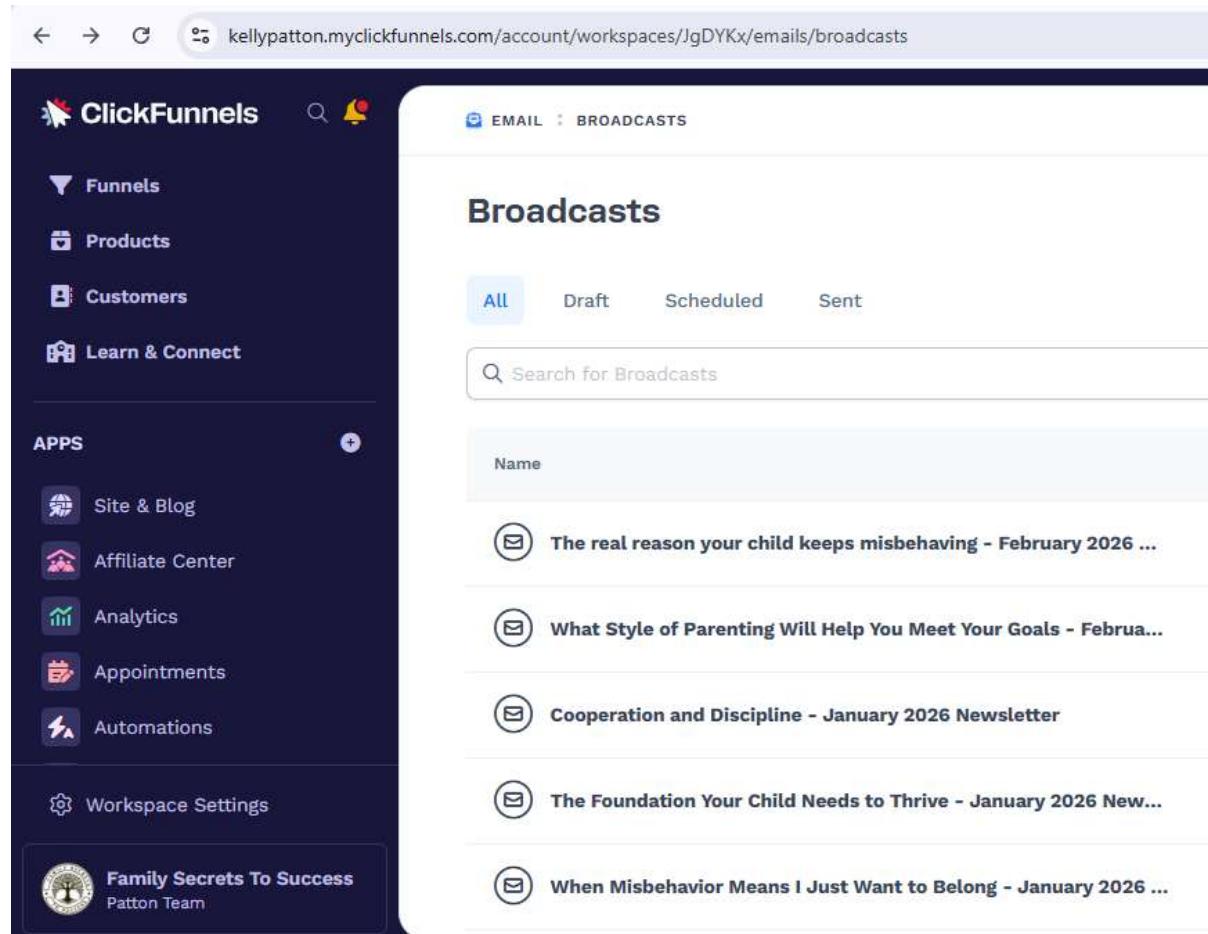
#### **● Level of Authority and Decision-Making Power:**

- Partial autonomy in execution
- Authority expanded through initiative rather than formal role definition
- Final decisions remained with business owner

#### **● Evidence:**

- Social Media Posts Scheduling Calendar from September 2025 to February 2026:  
<https://drive.google.com/file/d/1KKxf2YjESvmzmzM-zwKyXWLJOrEt2tyU/view>
- Blogs written as a Ghostwriter and Published:  
[https://drive.google.com/file/d/1U3BaHwHy9onFGsOh\\_FWm0TSrAwgjIRpW/view](https://drive.google.com/file/d/1U3BaHwHy9onFGsOh_FWm0TSrAwgjIRpW/view)

- Newsletters Published and Sent:



The screenshot shows the ClickFunnels platform interface. The left sidebar has a dark theme with white text and icons. It includes sections for Funnels, Products, Customers, Learn & Connect, and APPS. Under APPS, there are icons for Site & Blog, Affiliate Center, Analytics, Appointments, and Automations. At the bottom of the sidebar, it says "Family Secrets To Success" and "Patton Team". The main content area has a light background. At the top, there's a navigation bar with back, forward, and search icons, followed by the URL "kellypatton.myclickfunnels.com/account/workspaces/JgDYKx/emails/broadcasts". Below the URL is a header with "EMAIL" and "BROADCASTS". The main title is "Broadcasts". There are tabs for "All", "Draft", "Scheduled", and "Sent", with "All" being selected. A search bar below the tabs contains the placeholder "Search for Broadcasts". The main list area has a header "Name". Below it, there are five items, each with an envelope icon and a subject line:

- The real reason your child keeps misbehaving - February 2026 ...
- What Style of Parenting Will Help You Meet Your Goals - Februa...
- Cooperation and Discipline - January 2026 Newsletter
- The Foundation Your Child Needs to Thrive - January 2026 New...
- When Misbehavior Means I Just Want to Belong - January 2026 ...

## Role 4: Documentation, Planning & Support VA (High Load Period)

November 2025 – February 2026

### ● Scope of Responsibilities:

- Created written documentation, templates, and planning materials
- Assisted with content calendars, engagement prompts, and newsletters
- Supported content migration into systems (blogs, courses, funnels)
- Tracked hours, tasks, and outputs across multiple tools
- Temporarily offered unpaid support during a financial constraint period

### ● Level of Authority and Decision-Making Power:

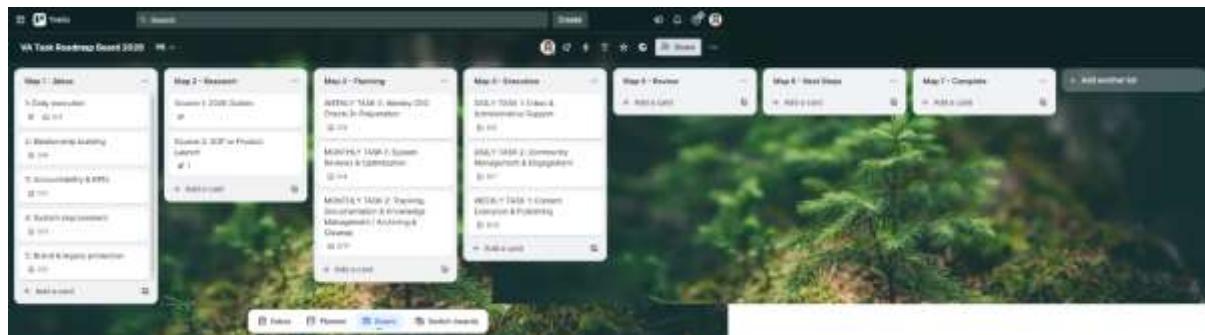
- Execution-focused with limited authority
- Increased responsibility without proportional role narrowing
- Continued reliance on approvals for final publishing and structural decisions

### ● Evidence:

- Master Folder (Role 4 Work Evidence):

[https://drive.google.com/drive/folders/10fJ3nAgziE7Mi0KOtGNSkIM\\_sE65FC9z](https://drive.google.com/drive/folders/10fJ3nAgziE7Mi0KOtGNSkIM_sE65FC9z)

- Workflow in Trello:



- Engagement Tracking in Airtable:

Date	Platform	Content	Type	Engagement Action	By
December 8, 2025	Facebook Group	What is one way you are w...	Post	Commented	Tiffany
December 8, 2025	Facebook Group	What is one way you are w...	Post	Commented	Ashley
December 8, 2025	Facebook Group	What is one way you are w...	Post	Commented	Tina S.
December 8, 2025	Facebook Group	What is your purpose when...	Post	Commented	Ashley
December 11, 2025	Facebook Group	What self talk are you work...	Post	Commented	Ashley
December 11, 2025	Facebook Page	<a href="http://www.facebook.com/">http://www.facebook.com/</a>	Post	Commented	Diane
December 12, 2025	Facebook Group	When your child acts out, p...	Post	Commented	Ashley
December 13, 2025	Facebook Group	Where in your parenting co...	Post	Commented	Ashley
December 27, 2025	Facebook Group	Which value are you focusin...	Post	Commented	Ashley
January 12, 2026	Facebook Group	Where does your parenting ...	Post	Commented	Courtney
January 16, 2026	Facebook Group	Which discipline skill am yo...	Post	Commented	Ashley

## C. Education

### Bachelor of Science in Mathematics, June 2018

College of Science and Mathematics at *Mindanao State University – Iligan Institute of Technology*

## D. Technical Skills and Tools

### **1. Content Creation & Editing**

Tools used: Canva, Google Docs

Related tools: Notion, Microsoft Word

### **2. Social Media & Community Support**

Tools used: Facebook Pages, Facebook Groups

Related tools: Meta Business Suite, Buffer

### **3. Research & Trend Analysis**

Tools used: Web-based research tools, Perplexity AI

Related tools: Google Trends

### **4. Workflow & Documentation Support**

Tools used: Google Docs, Google Sheets, Slack

Related tools: Notion, Airtable

### **5. Scheduling & Coordination**

Tools used: Google Calendar, Calendly

Related tools: Zoom Scheduler

## E. Soft Skills (Evidence-Based) and Languages

**1. Proactive Communication** – Regular status updates, clarification questions, and follow-ups

**2. Initiative & Ownership** – Independently researched trends, proposed workflows, and created documentation

**3. Adaptability** – Adjusted to evolving responsibilities and shifting priorities

**4. Detail Orientation** – Careful documentation, tracking, and reporting of work

**5. Collaboration** – Worked closely with business owner through feedback loops and shared planning

**6. English:** EF SET English Certificate 65/100 (C1 Advanced) –

<https://cert.efset.org/KiE1vu>

**7. Additional language:** Filipino