

Gladys Lacia

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

WhatsApp: +63-912-461-9473

Email: onbizgladyslacia@gmail.com

OnlineJobs.ph Profile: <https://www.onlinejobs.ph/jobseekers/info/3977015>

LinkedIn: <https://www.linkedin.com/in/freelancergladyslacia>

Facebook: <https://www.facebook.com/onbizgladyslacia>

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

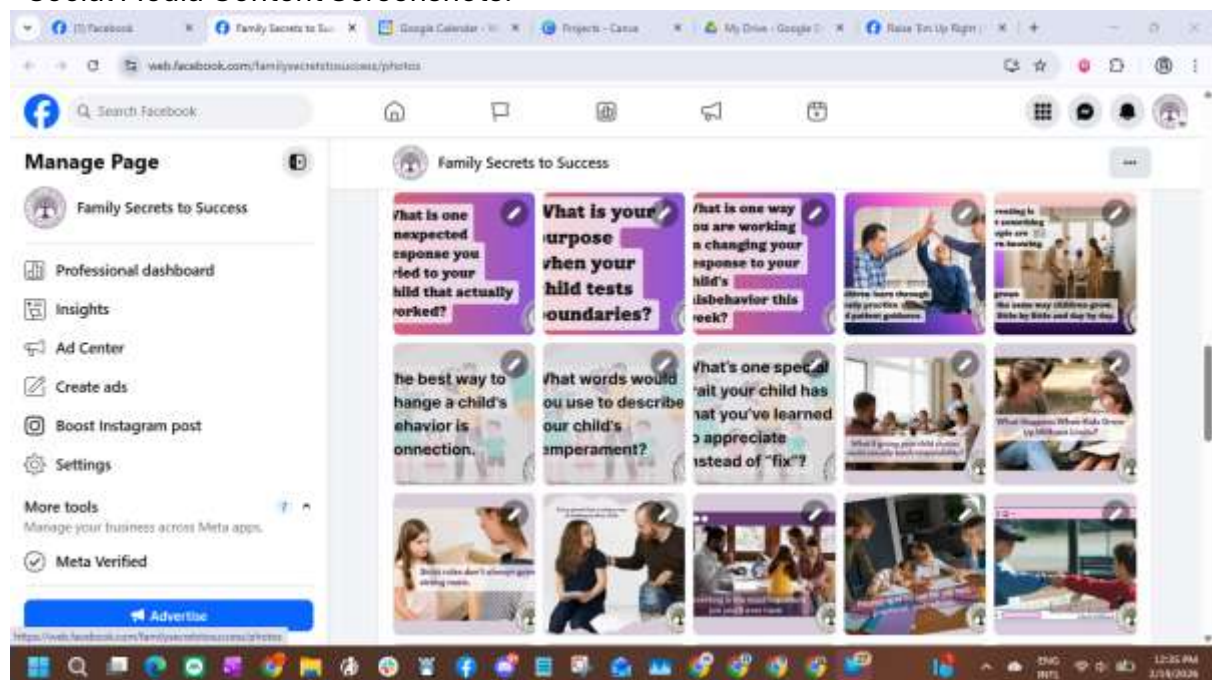
● Evidence:

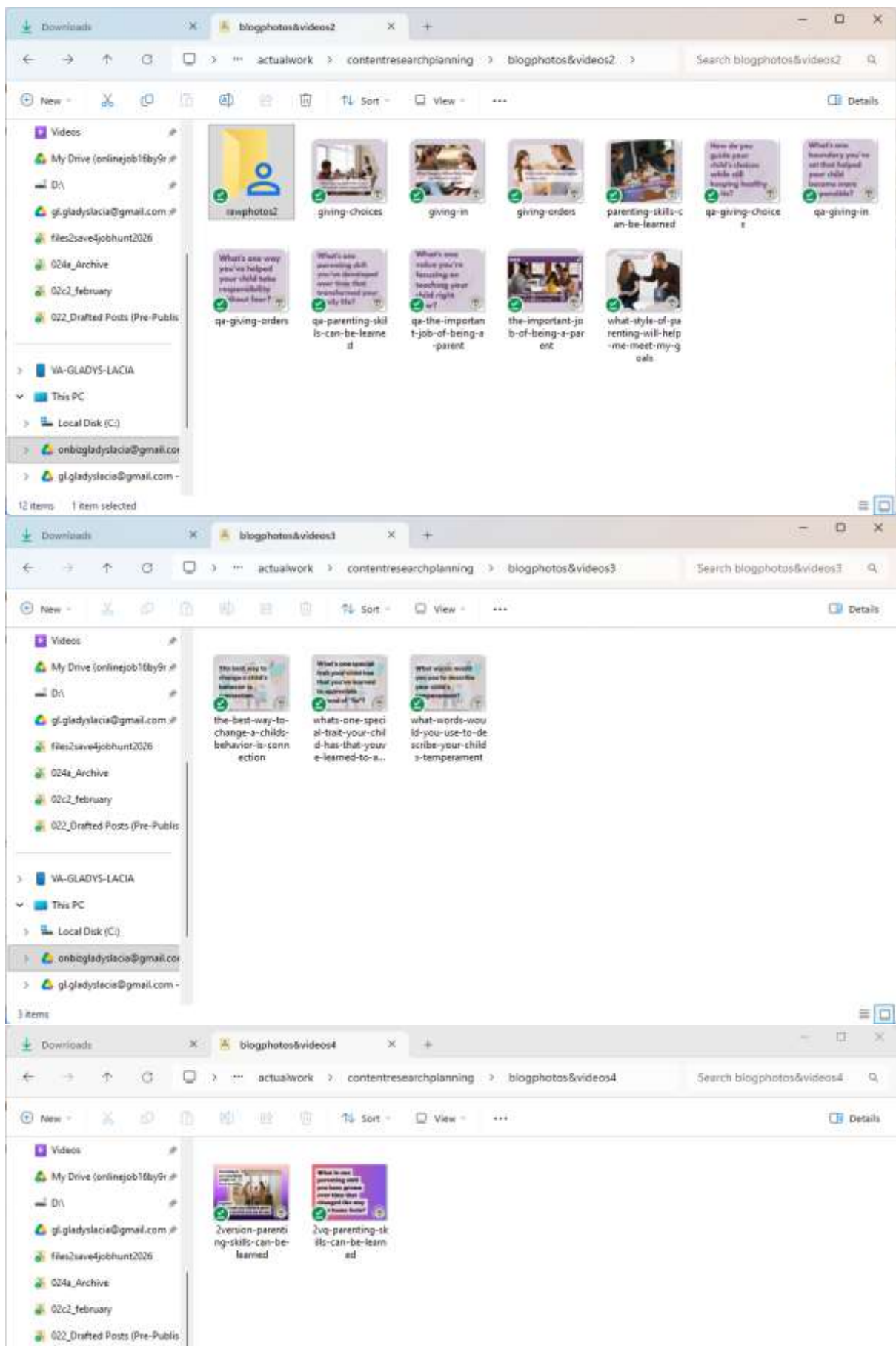
- Social Media Captions:

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

- Blog Contents: https://docs.google.com/document/d/1g5zf5BRJdWOFuWfYDSDej-TdIX9pCR6Z9-DaBFkw_U/edit?tab=t.6uovntsa73mv

- Social Media Content Screenshots:





- Facebook Page Insights from June 1, 2025 to January 31, 2026:

https://drive.google.com/file/d/1hXvDXq_Z4X6Eg674Geb2NzOybjZu9As/view

- Facebook Group Insights From November 21, 2025 to February 18, 2026:

<https://drive.google.com/file/d/1mKZ59G8KjnmpcTPAtOAAkDpNXdK0cRzB/view>

Role 2: Creative & Research Support Virtual Assistant

July 2025 – August 2025

● Scope of Responsibilities:

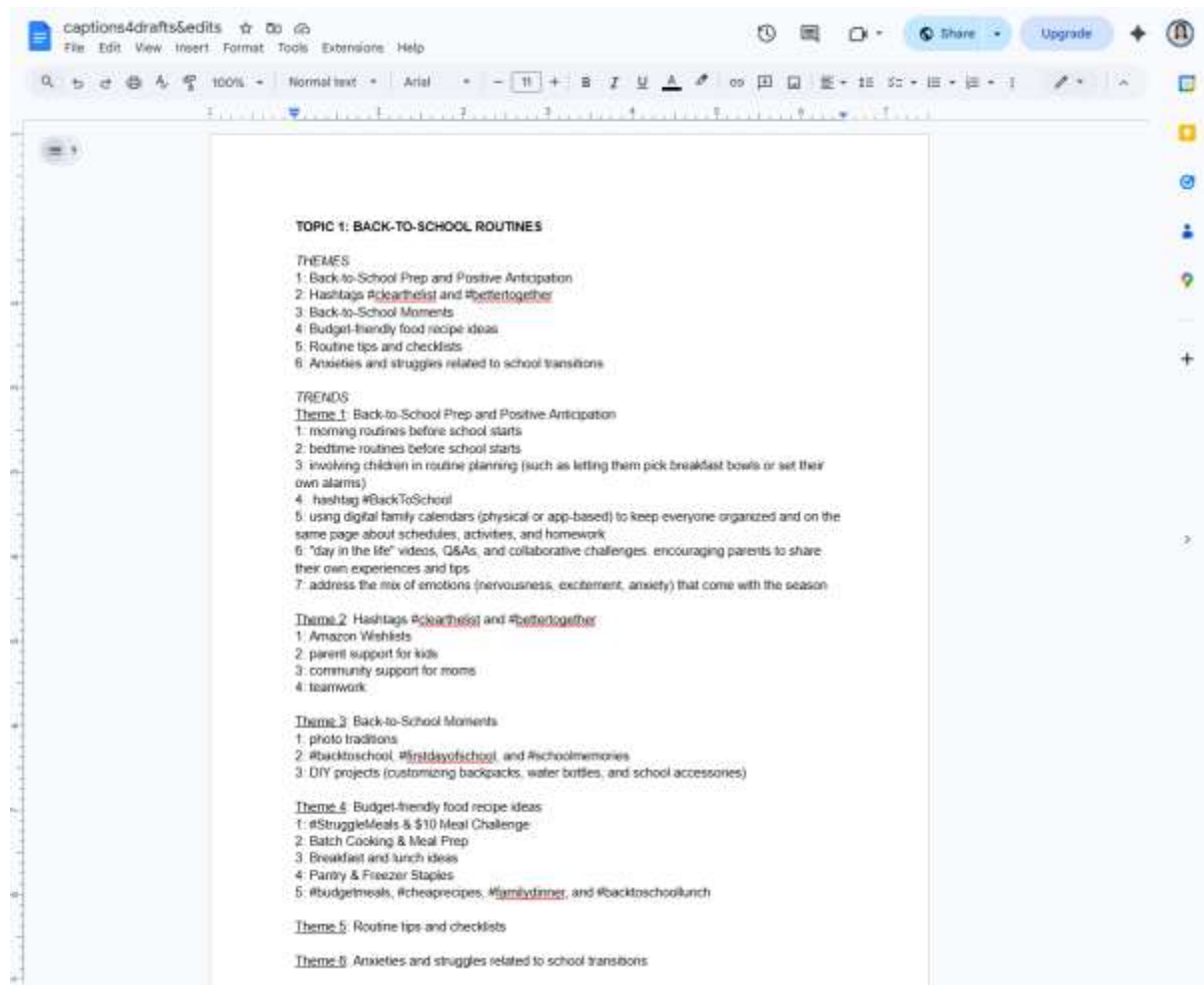
- Researched parenting and education trends for content planning
- Proposed blog topics, content categories, and engagement themes
- Assisted with early workflow ideas and content structuring
- Supported social media planning and caption drafting
- Began documenting ideas and notes in shared tools

● 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:



- Proposed blog topics:

https://drive.google.com/drive/folders/1MRvM9pVoN_7zpSoVLOHPqYeCfMAjQRMH

- Social media planning and caption drafting:

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:*

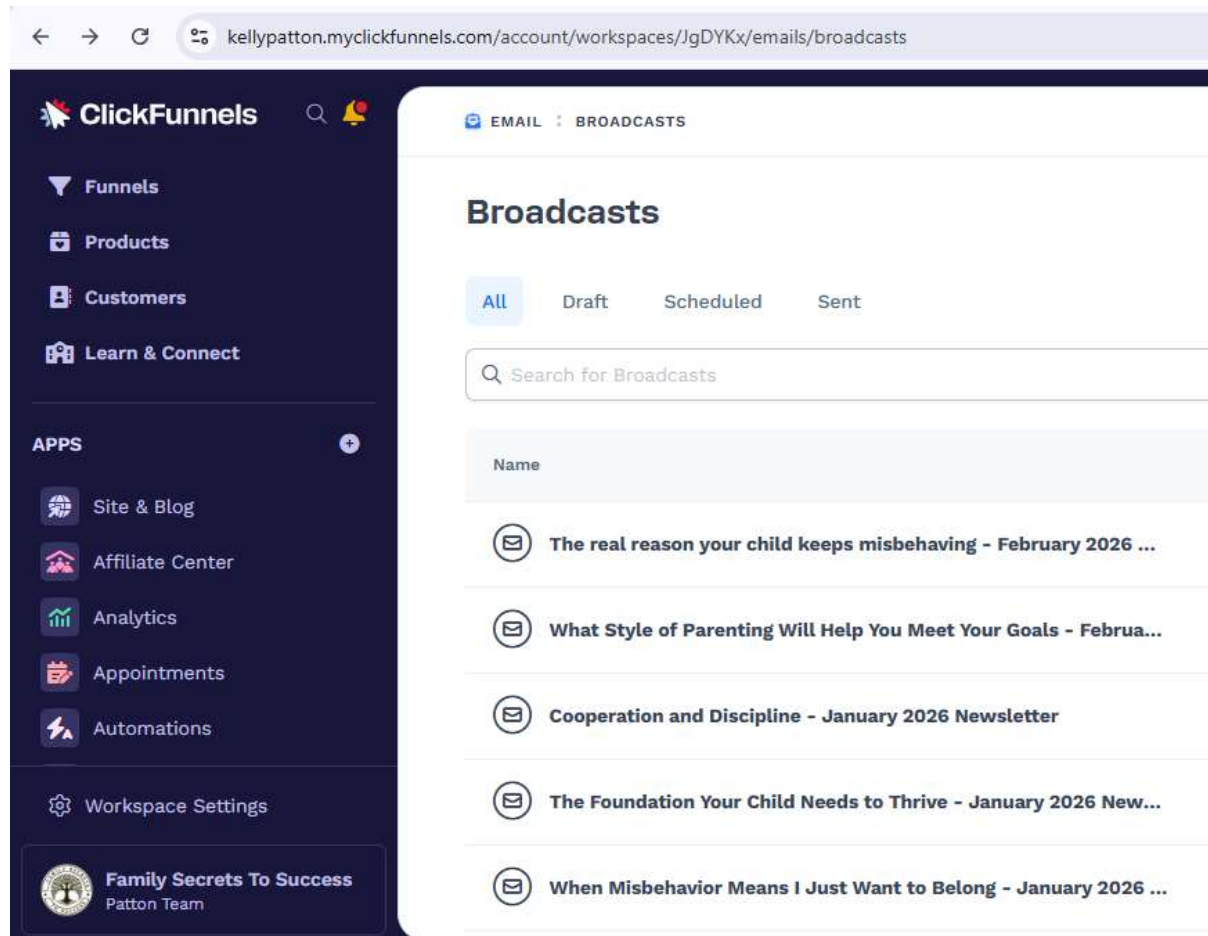
- Social Media Posts Scheduling Calendar from September 2025 to February 2026:

<https://drive.google.com/file/d/1KKXf2YjESvmzmzM-zwKyXWLJOrEt2tyU/view>

- Blogs written as a Ghostwriter and Published:

https://drive.google.com/file/d/1U3BaHwHy9onFGsOh_FWm0TSrAwgjlRpW/view

- Newsletters Published and Sent:



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

- Workflow in Trello:



- Engagement Tracking in Airtable:

	Date	A. Platform	B. Content	C. Type	D. Engagement Action	A. By
16	December 8, 2025	Facebook Group	What is one way you are w...	Post	Commented	Tiffany
17	December 8, 2025	Facebook Group	What is one way you are w...	Post	Commented	Ashley
18	December 8, 2025	Facebook Group	What is one way you are w...	Post	Commented	Tiana S
19	December 9, 2025	Facebook Group	What is your purpose when...	Post	Commented	Ashley
20	December 11, 2025	Facebook Group	What self talk are you work...	Post	Commented	Ashley
21	December 11, 2025	Facebook Page	https://www.facebook.com...	Post	Commented	Elizabeth
22	December 12, 2025	Facebook Group	When your child acts out, y...	Post	Commented	Ashley
23	December 13, 2025	Facebook Group	Where in your parenting co...	Post	Commented	Ashley
24	December 27, 2025	Facebook Group	Which value are you focus...	Post	Commented	Ashley
25	January 11, 2026	Facebook Group	Where does your parenting...	Post	Commented	Courtney
26	January 26, 2026	Facebook Group	Which discipline skill are yo...	Post	Commented	Ashley
27						

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