



KEVIN GONZALES

VIRTUAL ASSISTANT

ABOUT ME

I am a skilled web developer and virtual assistant with over 2 years of experience in full-stack development, database management, and website design. I also specialize in transaction coordination, CRM management, social media strategy, and SEO. With strong attention to detail and excellent organizational skills, I help businesses streamline operations and grow their online presence.

WORK EXPERIENCE

Web Developer & Digital Marketing

with Lucinda Crowe-Layne November 21,2025-Present

Managed day-to-day support for Lucinda, including content creation for workshops and speaking events. Developed and maintained her WordPress website, lucindacrowelayne.com, ensuring brand alignment and usability. Created workbooks, presentations, and worksheets, coordinated revisions, and provided ongoing administrative and creative support.

Transaction Coordinator

At Meraki Elite Realty, January 17-March 21, 2025

Managed transaction coordination, property data entry, and CRM updates across multiple platforms. Oversaw agent communication, document tracking, and invoicing. Handled social media management, content creation, and engagement to boost brand presence. Assisted with client follow-ups, event planning, marketing, and agent recruitment support.

Full Stack Web Developer

At Baluartech Solutions, Jan. 2024 - May 2024

Contributed to developing an Inventory and POS System using Laravel and Vue.js. Handled database administration, website design, and built logic for new feature implementations.

EDUCATION

FULLSTACK WEB DEVELOPMENT

ZUITT CODING BOOTCAMP

2022-2023

BS INFORMATION TECHNOLOGY

University of Negros Occidental-Recoletos

2013 - 2014

BS INFORMATION TECHNOLOGY

Carlos Hilado Memorial State College

2011 - 2012

EXPERTISE SKILL

Administrative Excellence:

- Transaction Coordination (Dotloop, DocuSign)
- Listing Management (MLS, CoStar, Loopnet, Craigslist)
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Tools Proficiency:

- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- GSuite (Google Docs, Sheets, Calendar)
- CRM Systems (Pipedrive, Follow Up Boss, Brivity, KW Command, Sisu, Lofty)

EXPERTISE SKILL CONT.

- Project Management Tools (Asana, Trello, Monday.com, Jira)

Social Media and Marketing:

- Social Media Management (Content Creation, Engagement Strategies)
- Graphic Design: (Canva, Figma, Adobe Creative Suite (PS, PR, AE),,, CAP Cut)

Web Development:

- Backend Development (Nodejs, Express, Laravel)
- Frontend Development(React, Vue, NextJs, TailwindCss, FramerMotion, JS, CSS, HTML)
- Full Stack Web Development
- Headless CMS(Prismic, Sanity, Strapi, Wix)
- Wordpress Development

Search Engine Optimization:

- On-Page SEO (meta tags, headings, keyword placement, content optimization)
- Off-Page SEO (link building, guest blogging, backlink strategy)
- Local SEO (Google My Business optimization, citations, local keywords)

CONTACT

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Davao del Sur 8000

WORK EXPERIENCE

Junior Web Developer

At EATAGAYLO, Jan. 2021 - Sept. 2023

Contributed to developing a food delivery web and mobile app (EATAGAYLO.COM). Designed UI, added new features, and managed content and database.

Virtual Assistant

At Jennifer DeVinney, March 2020-Nov 2020

Handled transaction coordination and prepared buyer/seller contracts. Managed social media content and strategy, implemented SEO practices, and organized lead management in KW Command.

Quality Assurance Analyst

At CNM BPO Solutions, Oct. 2017 - Nov. 2020

Audited 80 calls weekly and prepared detailed reports. Coached agents to improve service quality and created site-wide performance and call volume analysis reports.