

# Rixie Red M. Castro

## General Virtual Assistance

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### Profile Summary

Hi! I'm a General Virtual Assistant with 3 years of experience working with Evolve Virtual Solution. I've helped clients manage their social media, run Facebook & Instagram ads, edit videos, design graphics, generate leads, and handle SEO and website updates. I'm passionate about helping businesses grow online while keeping things organized, creative, and stress-free for my clients.

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### Skills

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|--|----------------------|--------------|
| • Email Developer                        | • Lead Generation    | • SEO        |
| • FB and IG Ads                          | • Admin              | • HTML       |
| • Social Media Marketing                 | • encode             | • CSS        |
| • Graphics Design                        | • Accounts Payable   | • JavaScript |
| • Video Editing (Capcut, Canva, Filmora) | • Account Recievable | • Python     |

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### Working Expirince

#### Marketing Support / Virtual Assistant / SEO Specialist

Evolve Virtual Solution **Mar 2022 - Jul -2025**

- Managed social media, SEO, and website updates for clients.
- Ensured consistent branding and improved online visibility.
- Achieved Top 3 Google Business Profile ranking and boosted reviews by 35%.
- Handled admin tasks, lead generation, and email marketing.

#### Social Media Marketing

Arpas Language Training Center Inc. **May 2021 - Jan 2022**

- Run FB Ads with messaging campaign.
- Create Content for organic posting.
- Do admin tasks such as documenting learners.
- answer query on FB and received message every 30 minutes as a result.

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### Educational

#### Brigham Young University – Idaho

BS in Technology (Associate's in Web and Computer Programming) – Ongoing

- Coursework focused on programming, web development, and technology applications.
- Currently on academic break with plans to resume studies.