

Mary Angela C. Retuya

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PROFILE

Executive Assistant & Web Designer with 3+ years driving operational efficiency and creative growth for CEOs and entrepreneurs in nonprofit, tech, and creative industries. in automation, CRM management, and content creation, delivering measurable growth in engagement and operational efficiency. Proven ability to adapt quickly, streamline workflows, and execute high-impact projects in fast-paced environments.

EMPLOYMENT HISTORY

| | | |
|----------------------------|---|--------------------------------|
| May 2024 -- June 2025 | Executive Operations Manager | EulClavie Outsourcing |
| | <ul style="list-style-type: none">• Scaled Facebook page from 100 → 2,000 followers in 2 weeks through strategic campaigns, achieving a 20x growth rate.• Designed graphics and edited videos that drove a 60% increase in web traffic and doubled audience engagement.• Implemented workflow systems that cut project turnaround time by 30% and maintained 100% branding consistency across campaigns.• Created and maintained Excel sheets for budget tracking and monthly KPI reporting, ensuring accurate financial monitoring and data-driven decision-making.• Assisted CEO with REISift database management: cleaned, exported, and delivered organized client-ready data.• Operated automation bots for web scraping, processed outputs into Google Sheets, and distributed structured datasets to clients. | |
| May 2023 -- April 2024 | Executive Assistant + Graphic Designer | A Write to Heal |
| | <ul style="list-style-type: none">• Produced marketing assets (graphics, videos, presentations) that supported nonprofit campaigns and reached an audience of 10,000+ annually.• Streamlined CEO's inbox and Klaviyo email marketing workflows, improving response time by 40% and ensuring 100% on-time project delivery.• Coordinated creative campaigns that boosted community engagement and directly contributed to increased donor contributions. | |
| January 2023 -- April 2023 | Creative Virtual Assistant + Website Designer | The Collective Mic Productions |
| | <ul style="list-style-type: none">• Designed digital program booklets and developed websites for theater productions.• Provided creative assistance to the CEO, ensuring smooth execution of production timelines. | |

EDUCATION HISTORY

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|--------------------------|--|------|
| January 2020 - June 2025 | Bachelor of Information Technology University of San Carlos, Cebu Specialized in Web Development and Design | Cebu |
| August 2017 - May 2019 | STEM Graduate - Specialization in Programming University of San Carlos, Cebu | Cebu |

ACHIEVEMENTS

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|----------------------------|---|------|
| January 2022 - March 2022 | Philippine Startup Challenge Lead Graphic Designer & Marketing | Cebu |
| November 2022 - April 2023 | PLDT & SMART - Top 15 innovation Generation Season 3 UI / UX Designer & Lead Graphic Designer & Marketing | Cebu |

CERTIFICATES

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|--------------|---|
| April 2024 | SmallTalk2Me: English Level Test Result: C2 Proficiency |
| April 2024 | Executive Assistant Training Magic |
| January 2024 | The VA Bar: Virtual Assistant Training Internship and Training |
| October 2023 | Foundations of User Experience (UX) Design Google |
| October 2023 | Start the UX Design Process: Emphasize, Define, and Ideate Google |

PROFESSIONAL SKILLS

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|------------------------------|------------|
| English Communication | Advanced |
| Flexibility and Adaptability | Advanced |
| Creativity | Advanced |
| Management | Proficient |
| Organization Skills | Advanced |
| Problem Solving | Advanced |

TECHNICAL SKILLS

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|---------------------------|------------|
| Canva & Photoshop & Figma | Advanced |
| Microsoft Software | Advanced |
| Google Applications | Proficient |
| Software Adaptability | Advanced |
| CRM Tools | Proficient |