


# MARY SWEET W. SABALA, LPT

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## PROFILE

Versatile and results-driven professional with 4+ years of experience in high-level executive support, digital marketing operations, and affiliate program management. Proven track record of driving 100%+ revenue growth through strategic partnerships and optimizing complex workflow systems. As Licensed Professional Teacher (LPT) and Google-certified Data Analyst, I combine pedagogical precision with analytical insights to streamline business processes and lead impactful remote teams.

## PROFESSIONAL EXPERIENCE

### **Market Performance Group, Administrative Assistant**

November 2024 – present | Remote

- Designed branded influencer and affiliate briefs and one-pagers to support TikTok Shop marketing initiatives
- Built and maintained Excel trackers for product samples, affiliate programs, and creator outreach
- Sourced and contacted influencers and creators, consolidating contact information and responses into organized spreadsheets
- Managed Discord communications and supported day-to-day affiliate and influencer community coordination
- Provided administrative support to marketing and operations teams, including tracking, documentation, and coordination tasks

### **Simple Assistant, Executive Assistant to the Vice-President**

May 2024 – November 2025 | Remote

- Strategically managed executive inboxes, calendars, and meeting logistics to ensure seamless operations and zero missed deadlines
- Synthesized meeting discussions into actionable insights and tracked follow-ups, enabling leadership to make timely, informed decisions
- Directed external communications with partners and stakeholders, maintaining strong professional relationships and clear, efficient correspondence
- Streamlined digital filing and documentation systems, improving accessibility and operational efficiency across the team

### **Ted's List, Operations & Marketing Support**

December 2022 – present | Remote

- Managed 5 affiliate marketing programs across 14+ stores, optimizing partnerships and strategies to drive 100%+ revenue growth
- Spearheaded social media campaigns, creating graphics and videos, scheduling posts, and managing engagement to boost brand visibility and website traffic
- Designed and executed segmented email campaigns with automated workflows in ActiveCampaign, improving open rates and conversions
- Coordinated giveaways and special marketing projects, promotion, and participant engagement
- Directed collaborative brainstorming sessions with SurferSEO, producing a 60% increase in high-performing article concepts
- Published SEO-optimized content in WordPress, maintaining a consistent content pipeline and contributing to annual content growth

### **Prosper in Motion, General Virtual Assistant**

March 2022 – May 2022 | Remote

- Conducted in-depth research to support project development and decision-making, synthesizing large amounts of data into actionable insights.
- Verified and input data and document retyping with precision, maintaining accuracy and consistency across records and ensuring timely updates for smooth operations.
- Created visually appealing video thumbnails by applying design principles, significantly enhancing content attractiveness and viewer engagement.

### **H2Q Media Ph, General Virtual Assistant**

January 2022 – May 2022 | Remote

- Authored and illustrated a children's book by combining creative storytelling with engaging visuals, resulting in appealing and educational content for young readers.
- Conceptualized blog posts and social media content by researching trending topics and employing SEO strategies, boosting online engagement and audience reach.
- Produced research papers and email marketing campaigns with a focus on clear, compelling communication and targeted messaging, enhancing the impact of outreach efforts.
- Visualized graphic design materials using design software to create visually appealing assets for marketing and promotional purposes, improving brand visibility and effectiveness.

**English Wing Co., Ltd.,** *English for Secondary Language Teacher*

March 2021 – March 2022 | Remote

- Delivered personalized 1-on-1 English lessons to Korean students, adapting teaching styles to fit individual needs and objectives.
- Developed tailored lesson plans to address each student's unique goals, ensuring engaging and productive sessions.
- Assessed student progress regularly, adjusting instructional approaches to enhance learning outcomes and support overall success.

## EDUCATION

**Cebu Normal University,**

2018 – 2022

*Bachelor of Secondary Education Major in Social Studies*

3.5 GPA, Cum Laude

## LICENSES & CERTIFICATIONS

**Licensed Professional Teacher** ,

May 2024 – June 2027

*Philippine Professional Regulation Commission*

**Google Data Analytics Professional Certificate** , Google

December 2023

## ORGANIZATIONS

**Radyo Catalina,** *Graphic Artist & Anchor*

February 2022 – present | Cebu, Philippines

- Utilized creative talent to design flyers, posters, official publication newsletters, and other materials that showcased diverse programs and events.
- Conducted interviews, researched topics, and wrote compelling scripts for radio programs.
- Collaborated with team members to plan and execute on-air segments and graphic design projects, enhancing the overall quality and impact of the radio station's output.

**Zone 9 - Youth Organization,** *OIC Social Communications Committee*

August 2021 – December 2024

Cebu, Philippines

- Planned and coordinated community events, managing logistics and ensuring smooth execution.
- Oversaw social media presence, creating engaging content and strengthening relationships with stakeholders.

**Knights of the Altar of St. Catherine's College,** *Member & President*

August 2012 – May 2018 | Cebu, Philippines

- Assisted clergypersons during liturgical celebrations as an altar server, supporting the smooth flow of services and maintaining the church's sacred space.
- Led and supervised a team of altar servers, ensuring seamless execution of responsibilities during services.
- Facilitated training sessions and upheld organizational values, fostering community, teamwork, and devotion among members.

## TOOLS

ActiveCampaign | Asana | AWIN | Canva | Capcut | Discord | Filmora | Genius Link |  
Google Workspace | Impact | Meta Business Suite | Mailchimp | Microsoft 365 | Monday.com |  
Rakuten Advertising | RankMath | Scalenut | Sociamonitor | SurferSEO | Skimlinks |  
TikTok Creator Studio | TikTok Shop | Tradedoubler | Trello | Wix | Wordpress