

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** 

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 | Sociamoniials | SurferSEO | Skimlinks |

TikTok Creator Studio | TikTok Shop | Tradedoubler | Trello | Wix | Wordpress