



Ray Ann Morato

VIRTUAL ASSISTANT

A meticulous professional with well-versed in providing quality administrative and customer service support through effectively handling remote office procedures and calls. Effectively able to meet set deadlines and process information through well-honed research skills.



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Siaton, Dumaguete, Negros Oriental

SKILLS

- E-mail handling and Email inbox optimization
- Calendar & Meeting Scheduling
- Research, Data Collection and Data Entry
- SMM (scheduling posts)
- Website post management
- Customer Support
- Google Suite: Drive, Docs, Sheets, Forms, Mail, Calendar, Slides
- MS Office (Word, Excel, PowerPoint, Outlook)
- Other administrative support.

EDUCATION

Siaton Science High School

Science Technology Engineering in Mathematics
2017 - 2018

Negros Oriental State University

Associate in Medical Dental Nursing Assistant
2019 - 2021

EXPERIENCE

SOCIAL MEDIA MANAGEMENT

WeWhiten

November 2023 - March 2024

- Develop and execute social media strategy aligned with business goals
- Create engaging content tailored to each platform
- Manage content calendar and scheduling
- Engage with audience by responding promptly and fostering community interaction
- Monitor channels for trends, mentions, and feedback
- Analyze metrics to measure performance and optimize campaigns
- Plan and execute paid social media advertising
- Collaborate with teams for consistent messaging
- Stay updated on social media trends and best practices
- Handle crises professionally
- Optimize profiles for visibility and engagement

APPOINTMENT SETTER

Golden Lariat

June 2022 - December 2022

- Generate leads through research, cold calling, or email outreach.
- Qualify leads based on predetermined criteria.
- Schedule appointments or meetings with qualified leads.
- Follow up with prospects to confirm appointments and address questions.
- Maintain accurate records of communication and appointments.
- Meet or exceed appointment-setting quotas/targets.
- Collaborate with sales teams/professionals for alignment.
- Stay informed about products, services, and industry trends.

VIRTUAL ASSISTANT CERTIFIED TRAINING



SOCIAL MEDIA MANAGEMENT:

Developed proficiency in social media management strategies, including content creation, scheduling, engagement, and analytics assessment.

GRAPHIC AND VIDEO CREATION USING CANVA:

Acquired skills in graphic and video design using Canva, including creating visually appealing content for various platforms and purposes.

DATA ENTRY:

Demonstrated expertise in accurate and efficient data entry techniques, ensuring the integrity and organization of information.

PROJECT MANAGEMENT:

Learned project management principles and techniques, including task organization, timeline management, and coordination with team members.

CALENDAR MANAGEMENT:

Mastered calendar management practices, including scheduling appointments, coordinating meetings, and organizing events to optimize time efficiency.

BASIC WORDPRESS:

Learned to set up and manage WordPress websites, including content creation, theme customization, plugin usage, user management, SEO basics, security measures, troubleshooting, and basic HTML/CSS for customization.

