

# KRIZZEL C. PISANTES

EXECUTIVE VIRTUAL ASSISTANT | GRAPHIC DESIGNER | SOCIAL MEDIA MANAGER

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 Batangas, Philippines

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## PROFESSIONAL SUMMARY

Results-driven professional with 6 years in the BPO industry as a customer service specialist, including expertise in the travel and telecommunications sectors, and 3 years as a virtual executive and admin assistant supporting diverse businesses and organizations. Skilled in virtual and in-person communication, task management, and problem-solving, with strong organizational and tech proficiency. Adept at delivering exceptional service, enhancing productivity, and providing seamless support to help businesses and organizations thrive.

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## CORE COMPETENCIES

- **Administrative Support & Executive Assistance:** Skilled in calendar management, email handling, data entry, database management, and basic invoice processing to ensure efficient day-to-day operations.
- **Graphic Design & Content Creation:** Proficient in designing professional visuals and branded materials using Canva and other tools; experienced in basic video editing and digital product creation.
- **Customer Support & CRM Management:** Adept at handling customer inquiries, providing timely support, and managing CRM platforms to maintain client relationships and service quality.
- **Social Media Management:** Experienced in content scheduling, engagement tracking, and growing social presence through strategic posting and audience interaction.
- **Lead Generation & Appointment Setting:** Proven ability to identify prospects, initiate outreach, and set appointments to drive client acquisition and growth.
- **Project & Task Coordination:** Skilled in managing multiple projects, timelines, and stakeholders to deliver consistent and measurable outcomes.
- **Brand Strategy & Consulting:** Supports personal and business brand alignment through visual identity development, content planning, and growth consulting.
- **Productivity Tools Expertise:** Proficient in Microsoft Office and Google Suite for document creation, data organization, and team collaboration.

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## WORK HISTORY

### The Seniors Channel 2024 (Remote - Executive Virtual Assistant) Executive Assistant - Aged Care Business

- Managed and updated website content to maintain a consistent and engaging online presence for senior-focused entertainment programs.
- Handled CRM systems to organize client information and improve communication workflows.
- Provided administrative support and streamlined daily operations, enhancing team efficiency and service delivery.
- Oversaw inbox management and email correspondence, ensuring timely responses and professional communication.
- Designed marketing materials and visual content tailored to elderly audiences, contributing to higher event engagement and program satisfaction.

## WORK HISTORY

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### **Creative Music 2024 (Remote - Executive Virtual Assistant)**

#### **Personal Assistant - Improvisation Facilitator and Teacher**

- Provided executive and creative support to a pianist and improvisation facilitator, coordinating daily tasks, schedules, and client communications.
- Maintained and updated the website, contributing to a 20% increase in workshop sign-ups over 6 months.
- Managed CRM tools to organize over 200 client and participant contacts, improving outreach and follow-up efficiency.
- Oversaw inbox and email management, reducing response time by 30% and improving client engagement.
- Designed event flyers, workshop materials, and branded visuals, helping maintain a consistent and professional image.
- Managed social media content and scheduling, leading to a 25% growth in follower engagement across platforms.

### **Women's Physio and Circle Jan 2023 (Remote - General Virtual Assistant)**

#### **Personal Assistant - Physio and Wellness Coach**

- Provided personal and administrative support to a physiotherapist and wellness coach, assisting with daily operations and client communications.
- Managed email and admin tasks, improving organization and reducing missed inquiries by 35%.
- Planned, coordinated, and supported both virtual and in-person events, ensuring smooth logistics and positive participant experiences.
- Edited video content for online courses and promotional use, enhancing the brand's digital presence.
- Designed branded graphics for social media, email campaigns, and digital products.
- Managed Shopify store updates and product listings, supporting seamless customer experience and backend operations.
- Created and marketed digital wellness products, contributing to a 15% increase in passive income streams.
- Built and maintained landing pages for events and lead magnets, helping grow the email list by over 200 new subscribers.

### **Soulful Software 2023 (Remote - General Virtual Assistant)**

#### **Personal Assistant - Business Consulting**

- Provided executive-level assistance to a business consultant, managing daily admin tasks and client communications.
- Handled social media management, increasing engagement by 30% through consistent branding and content scheduling.
- Maintained and updated website content to reflect new offers, services, and case studies.
- Managed CRM systems to organize leads and streamline client onboarding, improving follow-up efficiency.
- Oversaw inbox management and client communication, ensuring timely responses and professional tone.
- Designed branded visuals and marketing materials to support consulting offers.
- Wrote compelling web copy and social media content that aligned with the brand's voice and messaging.

## Work History

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### **Breathe. Grow. Love December 2022 (Remote)**

#### **Personal Assistant – Breathe and Life Coach. Wim Hof Method Instructor**

- Provided personal and executive support to a certified life coach and Wim Hof Method instructor, helping streamline daily operations and client coordination.
- Managed social media content and strategy, contributing to a 35% increase in engagement and a 20% growth in follower count over 6 months.
- Handled lead generation and appointment setting, maintaining a consistent 90%+ booking rate for discovery calls and client sessions.
- Performed general admin tasks and managed invoicing, helping reduce missed payments and admin delays by 40%.
- Organized and supported wellness events and online workshops, increasing attendance by 25% through targeted outreach and logistics planning.
- Edited video content and designed branded materials for social media, events, and digital courses, enhancing the visual consistency of the brand.
- Wrote marketing copy and course descriptions that helped boost program sign-ups and engagement.
- Coordinated small projects and timelines, contributing to a 100% on-time delivery rate of key initiatives.

### **Better Daily Life with Shelley Olsen September 2022 (Remote )**

#### **Personal Assistant – Life Coach/Mentor**

- Provided personal and administrative support to a life coach and mentor, assisting with scheduling, communications, and day-to-day task management.
- Managed social media accounts, improving content consistency and increasing engagement by 30% over 4 months.
- Conducted lead generation and appointment setting, contributing to a 25% increase in new client consultations.
- Handled administrative responsibilities such as calendar coordination, file organization, and client follow-ups to ensure smooth daily operations.
- Edited and repurposed written and video content for newsletters, blog posts, and social channels to maintain a professional and cohesive brand voice.
- Designed graphics and promotional visuals that supported course launches, client sessions, and social media campaigns.

### **TELUS International 2022**

#### **Customer Service Representative – Telus Mobility**

- Provided clear and accurate support to customers by addressing basic troubleshooting and setup inquiries for Telus Mobility products and services.
- Delivered appropriate solutions and scheduled follow-ups to resolve customer concerns efficiently and effectively.
- Identified and diagnosed technical issues by analyzing product symptoms and service-related challenges.
- Promoted and upsold mobile plans and subscriptions, contributing to increased customer retention and revenue growth.

### **Ibex Global Ph 2020 – 2022**

#### **Technical Support Representative – Frontier Communications**

- Delivered technical assistance to customers by addressing troubleshooting and setup inquiries for Frontier Communications services.
- Resolved service issues by accurately identifying product symptoms and configuring solutions, ensuring a high level of customer satisfaction.
- Provided timely resolutions and scheduled service follow-ups to maintain smooth customer experiences.
- Recognized for expertise and promoted to Subject Matter Expert; served as a key member of the Escalation Team, handling complex cases and mentoring peers.

## Work History

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### **C3 Everise 2019 – 2020**

#### **Customer Service Representative Spirit Airlines**

- Assisted customers with booking airline tickets, ensuring accurate itinerary details and smooth transaction processing.
- Provided clear and comprehensive responses to frequently asked travel-related questions, enhancing the customer experience.
- Delivered timely and appropriate resolutions to customer concerns, maintaining high satisfaction and service standards.

### **Concentrix 2018 – 2019**

#### **Customer Service Representative – United Airlines**

- Facilitated airline ticket bookings with accuracy and attention to customer preferences.
- Provided clear, detailed information on travel policies, procedures, and frequently asked questions.
- Delivered appropriate and timely resolutions to customer inquiries, ensuring a smooth and satisfactory service experience.

### **Sykes Asia Inc. 2016 – 2018**

#### **Customer Service Representative – Hotels.com**

- Assisted customers in booking hotel reservations, ensuring accurate details and personalized travel support.
- Provided in-depth information about hotel accommodations, amenities, and policies to guide informed booking decisions.
- Promoted to Subject Matter Expert and selected for the Escalation Team, handling complex cases and supporting team members with expert guidance.

## Education

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BS Tourism Management  
**Taguig City University (2016)**  
2012 – 2016

## Character Reference

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I confirm that the information provided above is accurate and true to the best of my knowledge and belief.

  
Krizzel C. Pisantes  
Applicant