

Edralyn Dacalos *General Virtual Assistant*

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Profile

I've been working as a **General Virtual Assistant for 3 years**, helping clients stay organized, productive, and stress-free. From admin support and scheduling to managing digital tools and creative tasks, I love making work easier for others.

Beyond my career, I'm also a **proud stay-at-home mama of three**—balancing motherhood and work with passion and purpose. Being both a parent and a working professional has taught me resilience, adaptability, and the true art of multitasking.

I'm a **working mama, proud and loud**, and I bring that same energy and dedication into every project I take on.

Professional Experience

General Virtual Assistant *Freelance | Remote 2021 – Present*

- Delivered **administrative and creative support** to multiple clients across different industries.
- Managed **email, scheduling, client communications, and data entry** to streamline daily operations.
- Used tools like **Google Workspace, Canva, HighLevel CRM, and Dubsado** to organize workflows and improve productivity.
- Assisted with **social media management**, including content creation, scheduling, and engagement.
- Supported **email marketing campaigns** by preparing newsletters, maintaining contact lists, and monitoring campaign performance.

Real Estate Virtual Assistant – *Top Regency 2023 – Present*

- Handled **property listings, CRM updates, and lead management** to support sales operations.
- Assisted in creating **property marketing materials** and coordinating online listings.
- Provided **client support and appointment scheduling** for real estate agents.

Social Media Manager – *NGM Model Agency 2022 – 2023*

- Developed and implemented **social media strategies** to promote the agency's brand and talents.
- Created engaging **graphics, captions, and reels** to boost online presence.
- Grew community engagement through **consistent posting, trend research, and audience interaction**.

Social Media & Admin Assistant – *Liwaliw Travel Agency 2022 – 2023*

- Managed **travel packages promotion** on social media platforms.
- Assisted with **booking inquiries, customer support, and administrative documentation**.
- Coordinated with clients to provide smooth travel experiences and updated itineraries.

Customer Service Representative – *Spark88 2020 – 2021*

- Delivered **exceptional customer support** via chat, calls, and email, resolving client concerns efficiently.

- Handled **account inquiries, complaints, and technical assistance** while maintaining a professional and empathetic approach.
- Consistently met **performance targets** for response time and customer satisfaction.

Skills

Administrative Support ● ● ● ● ●

Skilled in managing emails, scheduling, data entry, file organization, and documentation to keep operations running smoothly.

Social Media Management ● ● ● ● ●

Proficient in creating engaging content, scheduling posts, managing communities, and growing online presence for businesses.

CRM & Project Management Tools ● ● ● ● ●

Familiar with HighLevel, Dubsado, and Google Workspace for client onboarding, lead tracking, and workflow automation.

Real Estate Support ● ● ● ● ●

Experienced with property listings, CRM updates, lead management, and coordinating client schedules for real estate businesses.

Client & Customer Support ● ● ● ● ●

Experienced in handling customer inquiries, resolving issues, and maintaining positive client relationships with professionalism and empathy.

Graphic Design (Canva) ● ● ● ● ●

Ability to design marketing materials, social media graphics, flyers, and branded visuals that align with client identity.

Email Marketing ● ● ● ● ●

Knowledgeable in drafting newsletters, maintaining subscriber lists, and monitoring campaign results to boost engagement.

Communication & Collaboration ● ● ● ● ●

Strong written and verbal communication skills; able to coordinate effectively with teams and clients in remote settings.

Projects

Real Estate Virtual Assistant – Top Regency

- Organized and updated over **150+ property listings** into CRM, ensuring accuracy for agents and clients.
- Created digital marketing flyers and posts that helped generate **20% more inquiries** within 3 months.

Social Media Manager – NGM Model Agency

- Launched a **3-month content strategy** on Instagram and Facebook, increasing follower growth by **35%**.
- Designed and scheduled branded visuals that improved **audience engagement rate by 40%**.

Social Media & Admin Assistant – Liwaliw Travel Agency

- Managed online campaigns for **travel packages**, boosting bookings during peak season.
- Created itineraries and assisted in customer support, resulting in **higher client satisfaction and repeat bookings**.

Customer Service Representative – Spark88

- Resolved **80+ customer concerns daily** across chat, email, and calls with a 95% satisfaction rating.
- Helped streamline FAQs and support documentation, reducing response time by 15%.

Interests

-  Exploring new digital tools & apps
-  Designing creative social media graphics
-  Real estate &  travel adventures
-  Learning & personal growth
-  Balancing motherhood & career
-  Connecting & engaging with people online

References

Oscar Cesante, *CEO/Founder*, Liwaliw Travel & Tours
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