

ROSALIA MARCO VIDANES
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SUMMARY OF QUALIFICATIONS

- Experienced educator
- Experienced online and offline marketer
- Strong writing skills with experience in crafting compelling content for a variety of media, including blogs, articles, social media, and marketing materials.
- Familiar with SEO, HTML, Social Media Marketing, WordPress, cPanel, Meta Business Suite
- Familiar with e-mail management tools like MailChimp, Getresponse, Expandi, and Sendiio.
- Extensive experience in providing exceptional customer service, including resolving customer inquiries and complaints, processing orders, and ensuring customer satisfaction.
- Skilled in using various software programs and tools, including Microsoft Office Suite, Google Workspace, Canva, Dropbox, Basecamp, Slack, Zoom, Zoho, Feedhive, Spyfu, RackSpace, Notion, and other online productivity tools.
- Excellent communication skills, both written and verbal, with the ability to interact effectively with customers, colleagues, and management.
- Strong organizational skills, with the ability to manage multiple tasks and priorities in a fast-paced environment.

PROFESSIONAL EXPERIENCE

Geeks Marketing. Virtual Marketing Assistant. Nov. 6, 2023 to present. Assist in the marketing efforts to grow several online businesses of a client based in Texas, via content writing, content and graphic editing, social media posting, and email marketing. Generate leads.

Virtual Sales and Marketing Assistant for an SEO company that helps lawyers and law firms in the USA, specifically California and nearby cities. Private Client. June 5, 2023 to Sept. 5, 2023. Create and manage social media and GMB accounts of my client. Generate leads.

Windsights Marketing. Outbound Sales Executive. May 2023. Sell shares of stocks to private clients. Generate leads.

Longone. Online ESL Teacher. January 2022 to January 2023. Taught English as a second language to young and adult Chinese learners.

DTK Nail Supply, Inc. Freelance Article Writer. January 2018 to April 2021. I wrote two to three SEO articles that contain 1500 to 2000 words per week for <https://dtknailsupply.com/blog>. Contents were usually related to nail cleaning services and products.

I also wrote hundreds of articles about personal and lifestyle, mental health and well-being, as well as trending news topics since I started working in 1995.

Writerbay.com. Academic Paper Writer. December 2018 to August 2019. I wrote essays, research papers, and book reviews on a variety of topics and followed one of these writing formats: APA, MLA, Chicago, or Turabian writing styles.

Pregnancyskinexpert.com. Freelance Article Writer. March 2018 to March 2019. I wrote two 1500 to 2000-word articles related to pregnancy, women's health in general, and products available on Amazon each week for <https://pregnancyskinexpert.com>.

Quadcore Enterprise. Remote Writer. Sept 20, 2016, to November 2017. I wrote/edited content on topics that were assigned by the Project Manager. Contents were published on entertainment websites that leveraged Google ads, so there were several images incorporated in each of the long content that I also looked for or edited.

Avalanche Media Company. Remote Social Media Marketer. March 2017. I was assigned to extract data based on keywords provided from social media.

Dengi Careers. Creative Content Writer. Oct. 2, 2016, to Nov. 10, 2016. I wrote 2000 to 2500-word Amazon product reviews following a specific template for the length, format, and content of each article. Products reviewed include hover boards, smokers, BBQs, and grills, and wall gun safes.

Upwork.com (formerly oDesk.com). February 2013 to 2017. **Remote Freelance worker.** I provided content on a variety of topics such as, home theater, psoriasis, natural cure, internet marketing, financial management, etc.]. These contents were used as blog posts, e-book contents, product descriptions on the client's e-commerce sites, scripts, as well as for the business proposals of the clients.

- **Techno Services. Professional SEO Content Writer Required for a Month.** Sept 2016. I created content for the website of the client that offers a blood level monitoring device.
- **Private Client. Article Writer for a Social Network Topic.** Sept. 2016.
- **The Pirotta Group. Article Writer.** March 20, 2016, to January 2017. I provided content for an e-book about the general perceptions on money matters. Summarized several blog posts from <http://blog.opentrader.com>.
- **We Love Face Painting. Writer.** May 21, 2013, to March 31, 2014. I wrote product and service descriptions, blogs, articles for <https://welovefacepainting.com.au>, as well as several press releases for the business.
- **RB-JCS Services Unlimited Corp. Snippets Writer.** Aug 23, 2013, to Jul 21, 2015. I wrote company snippets or short business descriptions that are key-word based.
- **Protocol IT Services Pty Ltd. SEO Article Writer/WP Manager.** May 07, 2013, to Jan 15, 2015. I provided content about psoriasis and home theater for the clients' WP sites and Facebook pages. Contents were uploaded to these platforms a couple of times a week.
- **Private Client (TheO'Ryans.com). Creative Writer.** Feb 15, 2013, to Dec 09, 2014. I wrote content for the client's website.
- **SHQ.com.au - Content Writer.** Jul 16, 2013, to Mar 11, 2014. I wrote short product descriptions for the products sold via <https://shq.com.au>.

IBTimes Australia. Remote Trending Technology News Writer for DroidReport.com. January 2016. I wrote five articles with about 1000 to 1500 words per day for five days a week about trending technology news. These articles were published on <https://droidreport.com>.

Optimizex. Remote SEO Writer. January 11, 2016, to April 2016. I wrote SEO articles for a number of Arizona-based websites. Topics of these articles include textiles, eye health, children's dental health, Arizona pieces of jewelry and arts, a client's personal blog, and more.

The Insular Life Assurance Co. Ltd. Unit Manager. May 2014 to December 2015. Following are the tasks that I fulfilled related to this position.

- Assisted in launching successful marketing drives to promote the company's life, protection, savings, as well as investment-linked insurance products.
- Managed a group of qualified financial advisers.

Excel Tutorials. Instructor. April 2014. Taught the rules of grammar and communication to secondary school graduates who intend to take a College Admission Test.

FanBox.com. Blogger, former success coach (2005 - 2014).

Academia-Research.com. Academic Freelance Writer. March 2008 to 2009. Wrote research papers, articles, and reviews on topics requested by the clients.

Philippine Overseas Employment Administration (POEA). Mandaluyong City. **Information Officer III.** February 2004, to December 31, 2004.

The POEA is an attached agency of the Department of Labor and Employment (DOLE), which is responsible for optimizing the benefits of the country's overseas employment program. Following are some of the tasks that I performed that are associated with this post:

- Drafted messages for the Administrator;
- Wrote press releases, memoranda, correspondence and articles for the quarterly POEA Gazette, which I also managed;
- Coordinated with other government agencies and media outfits for news on relevant occurrences;
- Edited news monitoring reports for submission to the Director.

Employees' Compensation Commission (ECC). Executive Assistant I, detailed to the Office of the Secretary, DOLE Central Office, Manila. February 2002 to February 2004.

The ECC is an attached agency of the DOLE that initiates policies and programs toward adequate occupational health, safety and accident prevention in the working environment, rehabilitation and other related programs and activities.

Below are some of the duties that performed as an Executive Assistant at the DOLE:

- Drafted letters/messages for the Secretary and the Chief of Staff;
- Coordinated with other local government organizations and the International Labor Organization concerning related projects/assignments.

Worked as an Executive Assistant I, detailed to the Office of the Assistant Secretary for Internal Affairs, DOLE, Central Office, Manila from June 2002 to January 2004. The tasks related to this role were as follows:

- Drafted letters/messages for the Assistant Secretary for Internal Affairs;
- Served as one of the focal persons for the Poverty-Free Zone (PFZ) program of the Department;
- Coordinated with other local government organizations and the International Labor Organization concerning related projects/assignments.

- Represented the Office in meetings in the absence of the other government agencies and attached agencies (i.e. International Labor Organization, National Youth Commission);Assistant Secretary.

Desner Electronics Philippines Co., Ltd. Client Support Officer/Internal Sales Officer. A Singapore-based company that promoted memories and systems to other computer firms (manufacturing, seller or reseller). March 2000 to September 2001.

- Served as Logistics Officer;
- Managed inquiries from both existing and potential clients, effectively resolving any transaction-related issues;
- Generate leads;
- Coordinated with online job advertisers (i.e. JobsDB, Jobstreet.com, etc.) for the human resource requirements of the company;
- Pre-screened applicants;
- Prepared weekly reports and submitted them to the Asia Pacific Regional Manager;
- Prepared and presented business proposals to target markets for memories (Millenium Computers, ABC Computers, Lamco International, etc.)

Far East Broadcasting Company (FEBC). Announcer/Producer. August to December 1999. The FEBC is a non-profit Christian broadcasting company located in Karuhatan, Valenzuela City.

- Wrote scripts for program breaks; Acted as a voice talent;
- Co-hosted a special Christmas programming for *Pinoy Espesyal*, *426*, *Ikaw at Ako*, and *Heartline*;
- Coordinated with other staff from the traffic and production groups for other related assignments; Prepared “vox pops.”

University of Perpetual Help System, Biñan, Laguna Campus. **Instructor.** June 1999 to Oct 1999. Taught Communication Theories, Drama and Theater Arts, and Audio-Visual Communication.

University of the Philippines. May 1995 to May 1999. The University of the Philippines is one of the prestigious universities in the Philippines offering undergraduate, graduate, as well as postgraduate education. A number of UP campuses are situated at the major cities in the country.

- **Instructor IV.** UP, Manila campus. June 1998-May 1999. Taught Argumentation and Debate, Group Discussion, Forms of Public Address, and Communication III (a general education course).
- **Teaching Associate.** UP, Diliman campus. June 1997 to May 1998. Taught Communication III and elected as the adviser for the Speech Majors’ Society.
- **Instructor I.** UP, Diliman campus. June 1995 to May 1998. Taught Communication III, appointed as DSCTA rapporteur, produced a segment of the Faculty Follies, and acted in stage plays in Feb ‘96.
- **Lecturer.** English Proficiency for Koreans, College of Arts and Letters’ (CAL) Extension Program. 2nd sem. 1996 to 1997.
- **Lecturer,** Intensive English Training for Koreans. Jan 1996.
- **Production Assistant/Finance Manager.** Summer Theater Workshop Sining Pangkabataan. Summer 1996.
- **Actor,** UP Sining Pangkabataan, “Bisperas Ng Pasko” (A Musical) and "The Comilon Farm, experimental theatrical presentations held at the Guerrero Theater and the UP Theater of the College of Arts, UP, Diliman. December 1996.

During my free time, I manage my self-hosted site at <https://www.workanywhereforbeginners.com>, and self-published books on Amazon, <https://www.amazon.com/~e/B09MQ9RY53>, or promote online marketing platforms.

ACHIEVEMENTS

Cum Laude - B.A. Speech and Drama, UP Diliman
Member - Phi Kappa Phi Honor Society
Awardee - President's Pin for Excellence, UP Diliman
College Scholar 1991 - 1994
High School Valedictorian, JZGMSAT, Biñan, Laguna
First Honorable Mention, DECS, Biñan, Laguna
Awardee - Exemplary Work in Food Trades
Most Trustworthy
Best Performer
Awardee - Insular Life Foundation Gold Eagle
Awardee - JP Laurel Academic Excellence
Consistent First Honor Student
Outstanding student in Filipino, English, Food Trades from 1st yr. to 3rd yr. H.S
Awardee- Oratorical Prowess
PRO - High School Student Council
Awardee in various declamation and oratorical contests, science, and math quiz bees during the primary and secondary levels.

CERTIFICATION

March 2022. Teaching English as a Foreign Language. TEFL Professional Institute Teacher Record. Certificate No. TR7391503578.

08 December 2021. The Fundamentals of Digital Marketing. Google Digital Garage. Certificate ID. NPR SC3 UYS.

11 November 2019. National Certificate III in Bookkeeping. Technical Education and Skills Development Authority. Certificate No. 19130803034835. ULI: VRM-75-827-04034-001.

23 April 1995. Civil Service Eligibility by provision of Presidential Decree #907. Certificate No. 10130761.

WORKSHOPS, SEMINARS, CONTESTS PARTICIPATED IN

Seminar on Career Planning, Meralco Foundation. January 26-27, 2004.

Finalization of the Proposed Draft Bill on the Philippine Workmen's Compensation, Punta Baluarte, Calatagan, Batangas. February 20-22, 2003.

Job Stress Management Seminar-Workshop, Caylabne Bay, Ternate, Cavite. May 9-10, 2004.

Appreciation Course on Labor Laws, DOLE, Bureau of Working Conditions. April 23-26, 2002.

One Linux Day: Cost Effective Computing Solution Conference, Development Academy of the Philippines. December 13, 2000.

HOT: Basics in Radio Broadcasting, Far East Broadcasting Company, Karuhatan, Valenzuela. September 1999.

ABC's of Communication, University of Asia and the Pacific. February 1999.

Seminar on Success Factors, University of Asia and the Pacific. November 1999.

14th Pi Sigma Fraternity Open Debate Tournament, Judge, FC Conference Hall, CAL, UP Diliman. August 01, 1997.

Creative Story-telling, Lecturer, Baptist Church, Fairview, Q.C. July 1997.

Seminar-Workshop on "Understanding Domestic Violence," UP Law Center, UP Diliman, Q.C. June 25, 1997.

Inter-Dorm Oratorical Contest, Judge, Sampaguita Residence Hall, UP Diliman, Q.C. September 10, 1996.

Essay Writing Contest, Judge. February 1996.

First Interaction Conference on "The Arts and the Struggle for National Sovereignty,"

Rapporteur, FC Conference Hall, UP Diliman, Q.C. January 31-February 02, 1996.

Seminar-Workshop on "Writing and Packaging Research Proposal in Social Sciences and Humanities," PCED Hostel, UP Diliman, Q.C. September 14-15, 1995.

Seminar-Workshop on "College Teaching," Palma Hall, UP Diliman, Q.C. May 15-26, 1995.

EDUCATION

1996 – 1998. M.A. Speech Communication (all but thesis). University of the Philippines, Diliman, Q.C. (all degree requirements except thesis)

1991 – 1995. B.A. Speech and Drama. University of the Philippines, Diliman, Q.C.

1987 – 1991. High School Diploma. Jacobo Zarraga Gonzales Memorial School of Arts and Trades (JZGMSAT)

References: Available upon request.

I hereby certify that the above information is true and correct.

ROSALIA MARCO VIDANES