

**ROSALIA MARCO VIDANES**

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Highly capable Strategic Operations and Communications Professional with more than 10 years of experience assisting founders and senior government officials. Skilled in developing AI-driven systems and overseeing intricate digital ecosystems (Zoho, EngageBay, ActiveCampaign).

Demonstrated success in reclaiming executive time through technical automation, strategic messaging, and a revenue-oriented approach honed through sales and unit management. Proven expertise in managing complex projects, optimizing operations, and ensuring compliance with regulations and organizational standards. Proficient in coordinating with stakeholders, addressing client needs, and sustaining operational effectiveness in dynamic environments.

Experienced across government, educational, and private sectors. Currently seeking remote or in-office roles in the Philippines or internationally — preferably with organizations that provide visa sponsorship or relocation support.

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**Core Competencies**

- Strategic & Operational Leadership: Combine high-level operational strategy with hands-on execution, driving process optimization, scalability, and performance improvement across business functions.
- End-to-End Operations Management: Oversee daily operations while leading cross-functional initiatives, ensuring alignment with organizational goals and service excellence standards.
- Process Design & Governance: Develop, standardize, and refine workflows, policies, compliance controls, and documentation systems to enhance efficiency and audit readiness.
- Program & Project Delivery: Lead and coordinate projects from planning through implementation, managing resources, timelines, risk mitigation, and stakeholder communication.
- Performance & Executive Reporting: Establish KPIs, monitor operational metrics, and provide structured reporting and insights to senior leadership for data-driven decision-making.
- Stakeholder & Client Relations: Manage executive-level relationships, resolve escalations, and ensure consistent service delivery and customer satisfaction.
- Team Leadership & Development: Train, mentor, and support team members while fostering accountability, collaboration, and performance excellence.
- Systems & Infrastructure Oversight: Oversee operational systems including Microsoft Office, Google Workspace, Notion, Basecamp, WordPress, Shopify, Meta Business Suite, and CRM/email automation platforms.

- Vendor & Third-Party Management: Direct vendor coordination, hosting platforms, and external service providers to ensure seamless operational continuity.
- Revenue & Service Operations Alignment: Integrate operational processes with sales and customer service functions to improve efficiency, retention, and overall business performance.

## PROFESSIONAL EXPERIENCE

- **Geeks Marketing. Social Media Manager. February 2025 to the present.** As the Social Media Manager at Geeks Marketing, I am responsible for the creation and management of all content across the company's social media platforms and websites. I create compelling media and text content that aligns with the company's goals and engages the target audience, specifically Graphic Designer Geeks from the time I joined Geeks Marketing.
- Additionally, I design and edit graphics to enhance the visual appeal of social media posts, ensuring a cohesive and engaging brand presence. I take a hands-on approach in both content writing and graphic design, ensuring that all visual and written elements reflect the brand's identity. While I lead the content creation and design efforts, I was tasked to develop the web design for a current endeavor that we are focusing on at the moment which is politicallyyours.com, and collaborated with the web developer and the company owner in improving the layout of graphicdesignergeeks.com to enhance user experience. Finally, I coordinate with the company owner and two other colleagues to ensure the functionality of the websites.
- **Geeks Marketing. Virtual Marketing Assistant. Nov. 6, 2023—January 2025.** Assist in the marketing efforts to grow several online businesses of a client based in Texas via content writing, content and graphic design editing, social media posting, directory listing, as well as assisting in the design and maintenance of Graphic Designer Geek's WordPress website. Generate leads.
- **Virtual Sales and Marketing Assistant for an SEO company (Audlister.com/3alawmanagement.com) that helps lawyers and law firms in the USA, specifically California and nearby cities. Private Client.** Jun. 5, 2023--Sept. 5, 2023. Create and manage social media and GMB accounts for my client. Generate leads.
- **Windsights Marketing. Outbound Sales Executive. May 2023.** Sell shares of stocks to private clients. Generate leads.
- **Longone. Online ESL teacher.** Jan. 2022—Jan. 2023. Teach English as a second language to young and adult Chinese learners.
- **DTK Nail Supply, Inc. Freelance Article Writer.** Jan. 2018—Apr. 2021. Write two to three SEO articles that contain 1500—2000 words per week for <https://dtknailsupply.com/blog>. Contents were usually related to nail cleaning services and products.

- **Writerbay.com. Academic Paper Writer.** Dec. 2018—Aug. 2019. Write essays, research papers, and book reviews on a variety of topics and follow one of these writing formats: APA, MLA, Chicago, or Turabian writing styles.
- **Pregnancyskinexpert.com. Freelance Article Writer.** Mar. 2018—Mar 2019. Write two 1500-2000-word articles related to pregnancy, women’s health in general, and products available on Amazon each week for <https://pregnancyskinexpert.com>.
- **Explorer Workbook by the Mailbox Club.** “Best Friends I” (8 lessons, 58 pages) translate from English to Tagalog. “Best Friends II” (12 lessons, 86 pages) proofreading and editing. January 2018.
- **Quadcore Enterprise. Remote Writer.** Sept. 20, 2017—Nov.2017. Write or edit content on topics that assigned by the project manager.
- **Avalanche Media Company. Remote Social Media Marketer.** Mar. 2017. Extract data based on keywords provided by social media platforms.
- **Dengi Careers. Creative Content Writer** Oct. 2, 2016—Nov. 10, 2016. Write 2000—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, grills, and wall gun safes.
- **Upwork.com (formerly oDesk.com).** Feb. 2013--Dec. 2017. **Remote freelance worker.** Provide content on a variety of topics, such as home theater, psoriasis, natural cures, 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. Create 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.** Mar. 20, 2016—Jan 2017. Write content for an e-book about the general perceptions on money matters, and summarize several blog posts from <http://blog.opentrader.com>.
- **We Love Face Painting. Writer.** May 21, 2013—Mar. 31, 2014. Write product and service descriptions, blogs, articles for <https://welovefacepainting.com.au>, and several press releases for the business.
- **RB-JCS Services Unlimited Corp. Snippets Writer.** Aug. 23, 2013—Jul. 21, 2015. Write company snippets or short business descriptions that are keyword-based.

- **Protocol IT Services Pty Ltd. SEO Article Writer/WP Manager.** May 7, 2013—Jan. 5, 2015. Write 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—Dec. 9, 2014. Write content for the client's website.
- **SHQ.com.au - Content Writer.** Jul. 16, 2013—Mar. 11, 2014. Write short product descriptions for the products sold via <https://shq.com.au>.
- **IBTimes Australia. Remote Trending Technology News Writer for DroidReport.com.** Jan. 2016. Write five articles with about 1000-1500 words per day for five days a week about trending technology news. These articles were published on <https://droidreport.com>.
- **Optimizex. Remote SEO Writer.** Jan. 11, 2016--Apr. 2016. Write 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—Dec. 2015.

- Assist in launching successful marketing drives to promote the company's life, protection, savings, and investment-linked insurance products.
- Manage a group of qualified financial advisers.

**Excel Tutorials. Instructor.** Apr. 2014. Teach 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.** Mar. 2008—2009.

Write research papers, articles, and reviews on topics requested by the clients.

**Philippine Overseas Employment Administration (POEA).** Mandaluyong City. **Information Officer III.** Feb. 2004—Dec. 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:

- Draft messages for the administrator;
- Write press releases, memoranda, correspondence, and articles for the quarterly POEA gazette, which I also managed;
- Coordinate with other government agencies and media outfits for news on relevant occurrences; and
- Edit news monitoring reports before submitting to the director.

**Employees' Compensation Commission (ECC). Executive Assistant I,** detailed to the Office of the Secretary, DOLE Central Office, Manila. Feb.–Feb. 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 I performed as an executive assistant at the DOLE:

- Draft letters and messages for the Secretary and the Chief of Staff;
- Coordinate with other local government organizations and the International Labor Organization concerning related projects and assignments.
- I worked as an Executive Assistant I, detailed to the Office of the Assistant Secretary for Internal Affairs, DOLE, central office in Manila, from Jun. 2002--Jan. 2004. The tasks related to this role were as follows:
- Draft letters and messages for the Assistant Secretary for Internal Affairs;
- Serve as one of the focal persons for the Poverty-Free Zone (PFZ) program of the department;
- Coordinate with other local government organizations and the International Labor Organization concerning related projects and assignments.
- Represent the office in meetings with other government agencies and attached agencies (i.e., the International Labor Organization and the National Youth Commission in the absence of the Assistant Secretary);

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

- Serve as a logistics officer;
- Manage inquiries from both existing and potential clients, effectively resolving any transaction-related issues;
- Generate leads;
- Coordinate with online job advertisers (i.e., JobsDB, Jobstreet.com, etc.) for the human resource requirements of the company;
- Pre-screen applicants;
- Prepare weekly reports and submit them to the Asia Pacific Regional Manager;
- Prepare and present business proposals to target markets for memories (Millennium Computers, ABC Computers, Lamco International, etc.).

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

- Write scripts for program breaks; act as a voice talent;
- Co-host a special Christmas program for *Pinoy Espesyal*, *426, Ikaw at Ako*, and *Heartline*;
- Coordinate with other staff from the traffic and production groups for other related

- **University of the Philippines.** May 1995—May 1999. The University of the Philippines is one of the most prestigious universities in the Philippines, offering undergraduate, graduate, and postgraduate education. A number of UP campuses are situated in the major cities in the country.
- **Instructor IV,** UP, Manila campus. Jun. 1998—May 1999. Teach Argumentation and Debate, Group Discussion, Forms of Public Address, and Communication III (a general education course).
- **Teaching Associate.** UP, Diliman campus. Jun. 1997—May 1998. Teach Communication III and serve as the adviser for the Speech Majors' Society.
- **Instructor I.** UP, Diliman campus. Jun 1995—May 1998. Teach Communication III, DSCTA rapporteur, produce a segment of the Faculty Follies, and act in stage plays in Feb. 1996.
- **Lecturer.** English Proficiency for Koreans, College of Arts and Letters' (CAL) Extension Program. 2nd sem. 1996—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. Dec. 1996.

## 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, and Food Trades from 1st year to 3rd year 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

Jan. 12, 2025. 5-Day Basic Lead Gen Landing Page Building Challenge.

Mar. 22, 2022. Teaching English as a Foreign Language. TEFL Professional Institute Teacher Record. Certificate No. TR7391503578.

Dec. 8, 2021. The Fundamentals of Digital Marketing. Google Digital Garage. Certificate ID. NPR SC3 UYS.

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

Apr. 23, 1995. Civil Service Eligibility by Provision of Presidential Decree #907. Certificate No. 10130761.

## **WORKSHOPS, SEMINARS, AND CONTESTS PARTICIPATED IN**

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

**Finalization of the Proposed Draft Bill on the Philippine Workmen's Compensation,** Punta Baluarte, Calatagan, Batangas. Feb. 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. Apr. 23—26, 2002.

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

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

**ABC's of Communication,** University of Asia and the Pacific. Feb. 1999. **Seminar on Success Factors,** University of Asia and the Pacific. Nov. 1999.

**14th Pi Sigma Fraternity Open Debate Tournament,** Judge, FC Conference Hall, CAL, UP Diliman, Q.C., Aug. 1, 1997.

**Creative Storytelling,** Lecturer, Baptist Church, Fairview, Q.C., Jul. 1997.

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

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

**Essay Writing Contest,** Judge. Feb. 1996.

**First Interaction Conference on "The Arts and the Struggle for National Sovereignty,"** Rapporteur, FC Conference Hall, UP Diliman, Q.C., Jan. 31--Feb. 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.