



# JANINE KAYE L. VISITACION

VIRTUAL TEAMMATE



## HARD SKILLS

- Graphic Design
- Appointment Setting
- FB Marketing
- Off-Page SEO
- Website Design
- Google Analytics
- On-Page SEO
- Copy Writing/ Creative Writing

## SOFT SKILLS

- Customer/ Client relations
- Problem-Solving Innovative
- Consultative Selling Goal
- Oriented Administrative
- Support Teamwork Patience
- Attention to detail
- Computer Savvy

## PERSONAL PROFILE

Dedicated and versatile professional with expertise spanning SEO, content creation, social media management, virtual assistance, retail, sales consulting, and customer support. As an SEO Specialist, adept at enhancing online visibility and driving organic traffic through strategic optimization techniques. Accomplished Customer Support Agent known for delivering exceptional service and resolving inquiries efficiently. Passionate about leveraging diverse skills to drive business growth and enhance customer satisfaction.

## WORK EXPERIENCE

### SEO SPECIALIST / SEO CONTENT WRITER

#### Basecoat Marketing | Nov. 2023 - PRESENT

- Produced 4,000+ words daily of SEO-optimized content for blogs, website service pages, and area pages.
- Expertly applied SEO best practices, incorporating strategic keyword placement, title/meta/alt tags, geo-relevant content, and content silos.
- Proficiently add images and videos to WordPress sites, optimizing titles and alt text for targeted search terms.

### SOCIAL MEDIA MARKETER/ RETAIL VA

#### Social Media Marketer/ Retail VA | Dec. 2022 - Nov. 2023

- Developed and executed comprehensive social media strategies to increase brand awareness and engagement on different platforms.
- Created and curated engaging content, including text, images, and videos, to attract and retain followers.
- Assisted in developing and executing social media campaigns to promote products or sales promotions.
- Processed orders, generated invoices for customers, and scheduled freight delivery for customer's orders.
- Answers and follow up on customers' inquiries or orders by making and answering calls and/ or emails.

## TOOLS

Adobe Photoshop

Zoom

Capcut

Canva

Teams

Reely

Loom

Asana

Microsoft Office

Google Suites

Zendesk

Gorgias

Wordpress

Hubspot

Calendly

Grammarly

Helium 10

Revseller

Keepa

Shopify

Meta Business Suite

Slack

NopCommerce

Google Analytics

Semrush

## WORK EXPERIENCE

### WEBSITE SALES CONSULTANT

[Newfold Digital | July 2021 - Feb. 2023](#)

- Cultivated and expanded a client roster by maintaining regular correspondence via phone and email.
- Generated new business leads by leveraging referrals from existing clients, resulting in sales that surpassed monthly targets by over 120%.
- Collaborated closely with the sales team, consistently achieving or surpassing personal sales quotas.
- Conducted comprehensive website analyses for clients, identifying areas for improvement and change.
- Presented diverse website services to clients including WordPress hosting, Site Plus hosting, Cyber security package, SEO marketing, PPC (pay per click), business directory/listings, and more.
- Procured new clients and nurtured existing relationships, effectively highlighting product advantages, and benefits, and addressing technical inquiries to overcome objections and secure sales.

### CUSTOMER SERVICE AND RETENTION SPECIALIST

[SiriusXM - Concentrix | July 2019 - June 2022](#)

- Drove sales growth through effective product and service consultation, utilizing customer service and upselling strategies.
- Elevated Customer Satisfaction Index ratings from unsatisfactory to company-accepted levels.
- Provided exceptional customer service to foster client retention and cultivate new customer relationships.
- Achieved a 10% sales uplift by providing purchasing guidance and introducing supplementary products.
- Identified and addressed profit-related challenges, strategically resolving issues to align with business objectives.

## EDUCATION HISTORY

[CEBU NORMAL UNIVERSITY | 2021 - 2022](#)

Bachelor of Arts: English Major in Language  
Cum laude