Hi, mga ka-Virtual Assistant! Ako si Tita Din ng "Tita Din Talks."

Alam niyo, hindi biro ang maghanap ng trabaho ngayon. Between the traffic sa labas at the stress ng pagiging malayo sa pamilya, it's really hard to find that perfect balance. That's why I started **Tita Din Talks**. My goal is simple: Gusto kong makatulong sa mga kapwa ko Pilipino na makapasok sa mundo ng freelancing at maging successful na **Virtual Assistant**.

All while staying in the comfort of their homes.

Bakit ka dapat makinig kay Tita Din?

Maraming info online, pero aminin natin, nakakalito at nakakatakot kasi ang daming *sc@ms*. Here's what I bring to the table:

- **100% Legit Opportunities:** I personally filter and share only the real deals. Walang networking, walang "pay-to-join," and definitely no scams. Purely verified job leads lang para hindi masayang ang pagod niyo.
- **Zero to Hero Guidance:** Kahit newbie ka pa or wala pang experience, I'm here to guide you. We talk about everything—from optimizing your profile to acing that client interview.
- **Practical Advice:** I don't just give tips; I give real-talk advice. Yung totoo lang, walang halong sugar-coating, dahil gusto ko talagang magtagumpay kayo.

Ang Vision ko para sa inyo...

I believe that the Filipino talent is world-class. Hindi natin kailangang makipagsapalaran sa abroad para lang kumita nang malaki. With the right skills and the right mindset, kayang-kaya nating mag-earn ng dollars habang kasama ang mga anak natin o habang nag-e-enjoy ng kape sa bahay.

Dito sa **Tita Din Talks**, hindi ka lang basta follower. You are part of a community. Naniniwala ako na kapag nagtutulungan ang mga Pinoy, walang imposible.

Kaya kung handa ka na ring i-level up ang career mo at mag-transition to remote work, tara! Sabayan mo ako sa journey na ito.

Follow here so you are always updated ✨
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Marketing Specialist – Website & Paid Ads

Remote | *Part-Time* | 13–*15/hour*

About the Role

We are looking for a Marketing Specialist with a strong website and paid advertising experience to help manage and grow our online presence. The ideal candidate is highly skilled in Shopify and WordPress, understands e-commerce marketing, and has hands-on experience creating, launching, monitoring, and optimizing digital advertising campaigns.

Schedule & Compensation

- Rate: 13–15/hour, depending on experience and skill level
- Hours: 4 hours per day
- Schedule: Monday–Friday
- Working Hours: 9:00 AM–1:00 PM CDT
- Pay: Biweekly
- Work Arrangement: Remote

Key Responsibilities – Website Management

- Manage and maintain the company's Shopify website.
- Update product listings, descriptions, pricing, images, collections, and website content.
- Make website edits and updates as needed.
- Ensure products, links, buttons, forms, and checkout functions are working properly.
- Help improve website navigation, user experience, and conversion rates.
- Manage basic Shopify apps and integrations.
- Troubleshoot basic website issues.
- Assist with WordPress website updates and maintenance.
- Monitor website performance and identify opportunities for improvement.

Key Responsibilities – Paid Advertising

- Create, launch, and manage paid advertising campaigns.
- Manage campaigns across Meta/Facebook Ads, Instagram Ads, Google Ads, and TikTok Ads when applicable.
- Monitor campaign performance, budgets, clicks, conversions, and ROI.
- Conduct basic audience and keyword research.
- Test different ad creatives, audiences, and messaging.
- Optimize campaigns based on performance.
- Provide regular performance reports and recommendations.

Marketing Support

- Assist with landing pages, promotional campaigns, and product launches.
- Support email marketing and other digital marketing initiatives when needed.

- Research competitors, trends, keywords, and marketing opportunities.
- Work closely with the Social Media Manager to align website and advertising campaigns with social content.
- Help track marketing KPIs and conversion data.

Required Qualifications

- Proven experience managing Shopify websites.
- Strong working knowledge of WordPress.
- Hands-on experience with paid advertising.
- Experience with Meta Ads Manager and Google Ads.
- Understanding of e-commerce marketing and conversion optimization.
- Basic knowledge of SEO, Google Analytics/GA4, and Google Search Console.
- Strong attention to detail and problem-solving skills.
- Good written and verbal communication skills.
- Able to work independently and meet deadlines.

Preferred Qualifications

- Experience working with startups or small e-commerce brands.
- Experience with Shopify product management and apps.
- Experience with Google Merchant Center.
- Knowledge of landing page optimization.
- Basic graphic/design knowledge.
- Experience with TikTok Ads.
- Experience with wellness, beauty, healthcare, or consumer-product brands.

What We're Looking For

We want someone who is hands-on, proactive, resourceful, and results-oriented. You should be comfortable taking ownership of your work rather than waiting for detailed instructions for every task. If you enjoy building websites, improving online stores, running ads, and finding ways to increase traffic and sales, we'd love to hear from you.

How to Apply

- Submit your updated resume.
- Provide examples of Shopify and/or WordPress websites you have managed.
- Provide examples of paid advertising campaigns you have worked on.
- Briefly describe your experience with Meta Ads and Google Ads.
- Provide your desired hourly rate within the 13–15/hour range.
- Confirm your availability to work 9:00 AM–1:00 PM CDT.
- Send your application to: admin@jaiacare.com

Social Media Manager – Content & Graphics

Remote | *Part-Time* | $10–12/hour

About the Role

We are looking for a creative and organized Social Media Manager who can take ownership of our social media presence from content creation to publishing and community management. The ideal candidate can write engaging content, create attractive graphics, manage social media platforms, and understand how to grow an online community.

Schedule & Compensation

- Rate: $10–12/hour, depending on experience and skill level
- Hours: 2 hours per day
- Schedule: Monday–Friday
- Working Hours: 9:00 AM–11:00 AM CDT
- Pay: Biweekly
- Work Arrangement: Remote

Social Media Platforms

- Facebook
- Instagram
- TikTok
- YouTube
- Google Business Profile (Google My Business)

Key Responsibilities – Content Creation

- Create and manage a consistent social media content calendar.
- Write captions, posts, hooks, short-form content, and promotional copy.
- Create engaging and educational content based on the company's products and target audience.
- Repurpose content across different platforms.
- Develop content ideas based on trends, seasonal opportunities, and audience interests.
- Maintain a consistent brand voice and visual identity.

Key Responsibilities – Graphic Design

- Create social media graphics using tools such as Canva.
- Design posts, carousels, promotional graphics, educational graphics, stories, and other visual content.
- Edit and format images and videos for different platforms.
- Create basic short-form video content, Reels, TikToks, and YouTube Shorts.
- Ensure all graphics follow the company's branding, fonts, colors, and visual guidelines.

Key Responsibilities – Social Media Management

- Schedule and publish content across all social media platforms.
- Manage Facebook and Instagram pages.
- Manage TikTok content.
- Upload and organize YouTube videos and Shorts.
- Maintain and update the Google Business Profile.
- Monitor comments, messages, mentions, and engagement.
- Respond to basic comments and messages professionally.
- Identify opportunities to increase engagement and reach.

Key Responsibilities – Growth & Analytics

- Monitor social media performance.
- Track engagement, reach, followers, views, and other key metrics.
- Identify which content performs best.
- Research social media trends and relevant hashtags.
- Recommend new content ideas and growth strategies.
- Provide simple weekly/monthly performance updates.

Required Qualifications

- Previous experience as a Social Media Manager, Content Creator, or similar role.
- Strong content writing and copywriting skills.
- Strong Canva/graphic design skills.
- Experience managing multiple social media platforms.
- Experience creating short-form video content.
- Good understanding of Facebook, Instagram, TikTok, and YouTube.
- Strong understanding of social media trends and engagement.
- Excellent English communication and writing skills.
- Highly organized and detail-oriented.
- Able to work independently and consistently meet deadlines.

Preferred Qualifications

- Experience managing social media for an e-commerce brand.
- Experience with Shopify or online retail brands.
- Experience with women's health, wellness, beauty, lifestyle, or consumer products.
- Basic knowledge of SEO and social media SEO.
- Experience with Meta Business Suite.
- Experience with social media scheduling tools.
- Knowledge of TikTok and Instagram trends.
- Basic video editing skills using CapCut or similar software.

What We're Looking For

We are looking for someone who is creative, reliable, proactive, and comfortable taking initiative. You should be able to take a basic idea and turn it into an engaging social media post, graphic, Reel, TikTok, or educational piece without needing step-by-step instructions. We value someone who understands that good social media is not just about posting—it is about building an audience, creating meaningful engagement, and helping the brand grow.

How to Apply

- Submit your updated resume.
- Provide links to social media accounts you currently or previously managed.
- Provide your portfolio or examples of graphics/content you created.
- Provide examples of Reels, TikToks, or short-form videos you have created.
- Provide your desired hourly rate within the $10–12/hour range.
- Confirm your availability to work 9:00 AM–11:00 AM CDT.
- Send your application to: admin@jaiacare.com

Openings as of 10.7.26

OPEN ROLES

1. Account Executive (Sales)
2. Electricity Power Dispatcher (Energy)
3. Patient Navigator (Healthcare)
4. Legal Operations Assistant (Legal)
5. Customer Support & Operations Associate (Customer Support)
6. Senior Graphic Designer (Creative)
7. Head of Growth (Growth Marketing)
8. Marketing Manager (Marketing)
9. AI Product Engineer (AI Product)

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