JESSA GARGAR

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Experienced Virtual Assistant and have managed creative projects, produced engaging content, and applied SEO strategies to boost results. Comfortable working independently, I'm highly organized, skilled in using AI tools, and committed to delivering clear, effective communication in every task.

WORK EXPERIENCE

Junior Growth Digital Marketing Specialist

Staircase Financial
10/2024 - 07/2025

- Conduct competitor analysis, audit digital presence, and track KPIs to guide growth.
- Created SEO-optimized blogs, service pages, and email campaigns that drove organic traffic, strengthened brand credibility, and nurtured audience trust.
- Coordinated with designers and performed QA checks to ensure accuracy, consistency, and alignment with brand guidelines across all deliverables.
- Monitored SEO and social media analytics to identify growth opportunities and built performance reports highlighting results and improvements.
- Researched industry trends, viral content, and audience behaviors to keep campaigns relevant, competitive, and engaging.

SMM Assistant

Trustbuilder
08/2024 - 07/2025

- Collaborated with clients to identify business objectives and developed tailored email, SMS, and retention marketing strategies to achieve measurable growth.
- Managed multiple client accounts in partnership with the Client Strategy Manager, ensuring seamless execution of campaigns and alignment across cross-functional teams.
- Built and nurtured strong client relationships, delivering performance reports, strategic insights, and recommendations to drive satisfaction and retention.
- Upsold and cross-sold additional services, while sharing industry trends to position the company as a trusted partner and thought leader in retention marketing.

SEO Content Writer / SMM

The Shift Clinic
05/2024 - 12/2024

- Conducted a comprehensive site audit to identify and fix SEO issues, improving website performance and user experience.

TOOLS PROFICIENCY

- Klaviyo
- Pipedrive
- Shopify
- Google Workspace
- Meta Business Suite
- Make
- Trello/Notion
- Slack
- Social Media
- WordPress
- Basecamp
- Microsoft Teams
- CANVA
- Cap Cut
- Opus Clips
- Kajabi
- GoHighLevel
- Zoom
- Writesonic
- Freshdesk
- Jira
- ChatGPT
- Semrush

CORE COMPETENCIES

- Organizational Skill
- Communication Skill
- Problem Solving
- Attention to Detail
- Confidentiality
- Customer Service
- Technology Proficient
- Time Management
- Resourcefulness

CERTIFICATES

- Lean Six Sigma Yellow Belt - Ongoing
- Certified Copywriter
- Certificate of Participation in SEO

- Craft targeted outbound messages that engage potential clients, guiding them into the sales funnel and converting leads into loyal customers.
- Created a patient tracker to monitor SEO performance and developed a social media page to boost online presence, driving traffic and engagement.

SEO Content Writer

Screwlooseit Marketing
06/2023--01/2024

- Design effective sales funnels that nurture leads through the buyer's journey and develop automation systems to streamline operations, improving efficiency and productivity.
- Optimize and manage CRM platforms like GoHighLevel, ensuring accurate client data, seamless tracking, and efficient communication to meet business needs.
- Handle client communication, promptly addressing concerns like login issues on platforms like Skool, ensuring seamless support and strong relationships.

Virtual Assistant

Vantage Marketing Inc.
05/2020-05/2023

- Assist with on-page and off-page SEO, PR outreach for backlinks, and lead generation through telemarketing and online platforms.
- Identify, engage, and nurture potential clients through targeted outreach, optimizing lead generation efforts to drive sales opportunities.
- Upload and organize recorded training videos on platforms like Kajabi, ensuring easy access to well-structured learning resources.

FMB / Social Media Manager

Tithe Marketing
12/2019-11/2020

- Provided customer support as a Facebook Ads Media Buyer, ensuring effective campaign management.
- Utilized expertise in ad optimization and audience targeting to drive results for clients.
- Responded to inquiries and resolved issues promptly to maintain client satisfaction.

Social Media Manager

Inita Group
10/2019-07/2020

- Managed digital marketing operations, setting and meeting aggressive growth targets.
- Utilized expertise in ad optimization and audience targeting to drive results for clients.
- Adapted to various tools and platforms to ensure seamless operations

Technical Engineer

Frictionless
03/2019-10/2019

- Certificate of Participation as Executive Assistant
- Wordpress Training for SEO, Backup & Restore and Security Plugin

LANGUAGES

English, Tagalog, Bisaya

EDUCATION

Mindanao State University
2012 - 2016
Cumlaude

- Provided technical support and resolved website issues, collaborating with developers for solutions.
- Supported API integrations and email marketing platforms, demonstrating technical proficiency
- Adapted to various tools and platforms to ensure seamless operations

Technical Engineer

Telus International

02/2017-02/2019

- Delivered technical support for G Suite applications, ensuring smooth user experience
- Proficient in Google Collaboration tools and provided assistance with G Suite Admin Console.
- Demonstrated strong problem-solving skills in resolving customer inquiries and issues