WYETH BAUTISTA

Virtual Assistant | Marketing Operations | CRM & Project Coordination
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PROFESSIONAL SUMMARY

Tech-savvy operations and marketing professional with 8+ years of experience supporting international businesses across CRM administration, project coordination, customer communication, email marketing, distributor support, and business operations. Experienced working with remote teams across Asia and using AI tools to streamline workflows, improve documentation, and support day-to-day operations. Highly organized, detail-oriented, and quick to learn new systems.

CORE COMPETENCIES

Virtual Assistance • Executive Support • Marketing Operations • CRM Administration • Customer Success • Project Coordination • Email Marketing • Business Operations • Documentation • Google Workspace • HubSpot • Mailchimp • Canva • Notion • ChatGPT • Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

International Sales & Business Development Executive | JOSE SAENZ S.L. | Sep 2025–Present

- Supported distributor communications, CRM management, quotations, reporting, and project coordination across Asia.
- Coordinated product launches, marketing campaigns, and commercial documentation.
- Prepared presentations, pricing files, product catalogues, and marketing materials.
- Maintained accurate CRM records and business documentation.
- Collaborated with cross-functional international teams to deliver projects on time.

Marketing & Business Development Manager | Vidorreta | Jul 2022–Jan 2025

- Managed CRM data, customer databases, and marketing documentation.
- Coordinated campaigns, product launches, and partner communications.
- Prepared proposals, presentations, pricing files, and sales materials.
- Supported business development through market research and stakeholder coordination.

Additional Experience

Email Marketing & CRM Specialist (Freelance)
Customer Service Representative

TECHNICAL SKILLS

HubSpot • Mailchimp • Brevo • Apollo.io • LinkedIn Sales Navigator • Google Workspace • Microsoft Office • Canva • Notion • ChatGPT

EDUCATION

Bachelor of Arts – Communication / Public Relations, Advertising & Applied Communication
Programming Studies – Informatics Education Ltd.

CERTIFICATIONS

Data Science & Machine Learning Certificate – Xccelerate

LANGUAGES

English (Fluent) • Filipino (Native) • Spanish (Intermediate)