

DHAEBY JOY R. OSITA

Administrative, Social Media & Digital Operations Support

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PROFILE

Professional Summary

Results-driven digital marketing and virtual support professional with 3+ years of experience in social media management, content creation, CRM administration, client support, and administrative operations. Trusted to coordinate schedules, appointments, travel, authorized payments and expenses, client communications, and sensitive information across U.S. time zones. Organized, adaptable, and detail-oriented, with hands-on experience in GoHighLevel, Descript, Google Workspace, content strategy, lead generation, project coordination, and digital workflows.

EXPERTISE

Core Competencies

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| • Executive & administrative support | • Content creation & short-form video |
| • Calendar, inbox & appointment coordination | • Client communication & follow-up |
| • GoHighLevel CRM administration | • Research, outreach & data management |
| • Lead management & nurture workflows | • SOPs, trackers & process documentation |
| • Social media planning & publishing | • AI-assisted workflows & automation |

EXPERIENCE

Professional Experience

Executive Assistant / Administrative and CRM Support

Hoek Consulting / Abundance Agency · Remote

Jul 2025–Present

SCOPE Manage administrative, client support, and digital operations for three clients across U.S. time zones.

- Coordinate appointment setting and prospect engagement through social inquiries, follow-ups, and organized next steps.
- Administer GoHighLevel pipelines and sub-accounts, including lead uploads, CSV mapping, data organization, and ongoing CRM support.
- Communicate with insurance carriers regarding account requests and service issues while maintaining accuracy and confidentiality.
- Support keynote editing, social content, documentation, and day-to-day operational priorities with minimal supervision.

Professional Experience

Social Media Coordinator & Digital Marketing Strategist / Consulting Support

Flasch International · U.S.-based marketing company

Jun 2022–Aug 2026

SCOPE Managed social media and digital operations for three international clients, from planning and creation through publishing, engagement, and performance review.

- Developed strategic content aligned with each brand voice, audience, and business objective.
- Supported GoHighLevel CRM administration, including back-end organization, pipelines, contact data, and workflow upkeep.
- Provided data entry, transcription, Canva design, file organization, and consulting support across multiple client projects.
- Used Descript to produce transcripts and short-form video assets for efficient content repurposing.
- Coordinated parallel priorities with minimal supervision and consistent attention to detail.

SYSTEMS

Tools & Digital Fluency

PRODUCTIVITY & ADMIN Google Docs, Sheets, Slides, Drive, Calendar; Gmail

COMMUNICATION Gmail, Google Meet, Zoom, Slack

CRM & MARKETING GoHighLevel, Meta Business Suite, Eventbrite, email and SMS tools

AI & AUTOMATION ChatGPT, Gemini, Grok, Grammarly, Apps Script, Make.com

DESIGN & CONTENT Canva, Descript, CapCut

PROJECT COORDINATION Trello, Notion, Google Workspace

CREDENTIALS

Education & Certifications

Bachelor of Science in Accounting Information Systems · Cor Jesu College Inc., Digos City · Expected 2027

- QuickBooks Online Certified ProAdvisor · 2025
- SAP Business All-in-One Application Associate: Logistics · Erudite Academy · 2025
- PACTT Tax Updates and Tax Practice Seminar (28 hours) · Philippine Association of Certified Tax Technicians · 2026
- Civil Service Professional Eligibility · Civil Service Commission · 2023

AVAILABILITY

Remote Readiness & Languages

Dedicated quiet home office · Converge Fiber 100 Mbps with Smart 5G backup · MacBook Air M5 and Lenovo ThinkPad · dual monitors · noise-cancelling headset · HD webcam · full-time availability across U.S. EST/PST, UK GMT, and AU AEST.

LANGUAGES English (proficient) · Filipino (fluent) · Cebuano