

CALM SYSTEMS. VISIBLE MOMENTUM.

Reliable virtual assistance for administrative operations, social media, CRM, marketing, and automation.



DHAEBY JOY R. OSITA

Virtual Assistant

Social Media • CRM • Marketing Operations

I help businesses stay organized, visible, and connected with their customers through dependable operational and digital support.

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BASE Digos City, Philippines

LINKEDIN [dhaeby-joy-osita](#)

AVAILABLE FULL-TIME • FLEXIBLE ACROSS EST / PST / GMT / AEST

Dependable support, thoughtfully delivered

Results-driven digital marketing and virtual support professional with 3+ years of experience helping remote teams stay organized and responsive. My work spans administrative operations, client support, social media, CRM administration, content production, and practical automation.

I bring structure to moving parts: calendars, conversations, pipelines, content schedules, files, trackers, and follow-up systems. I am comfortable working independently across U.S. time zones, handling sensitive information, and turning broad priorities into clear next actions.

WHAT CLIENTS CAN EXPECT

A steady operating partner

ORGANIZED	Clear systems, tidy files, current records, and visible priorities.
RESPONSIVE	Timely communication, thoughtful follow-up, and dependable handoffs.
PROACTIVE	Initiative, practical problem-solving, and attention to what comes next.
ADAPTABLE	Comfort with new tools, changing needs, and work across time zones.

FOCUS

Where I create the most leverage

- Administrative clarity: calendars, inboxes, documentation, files, trackers, and client coordination.
- Customer continuity: CRM records, pipelines, follow-ups, nurture steps, and appointment support.
- Brand consistency: organized content calendars, on-brand creative, publishing, engagement, and reporting.
- Smarter execution: repeatable SOPs and practical AI or automation workflows for repetitive work.

Administrative, CRM, social & creative support

01 Administrative Support

- Inbox and calendar management; scheduling, reminders, and follow-ups
- Document preparation, formatting, file organization, and digital records
- Data entry, spreadsheets, research, client communication, and daily workflows

02 CRM & Marketing Operations

- GoHighLevel setup and administration, lead uploads, CSV mapping, and data cleanup
- Pipelines, segmentation, nurture workflows, email/SMS sequences, and appointments
- CRM reporting, triggers, notifications, and ongoing back-end organization

03 Social Media Support

- Content planning, captions, branded graphics, reels, and publishing calendars
- Community engagement, comments, DMs, analytics, trends, and reporting
- Strategic repurposing across Facebook and Instagram

04 Content & Creative

- Carousels, educational and promotional content, storytelling, and copy support
- Short-form video editing with Descript and CapCut
- Event, webinar, presentation, and visual asset support

Research, systems, financial admin & automation

05 Research & Outreach

- Lead, prospect, podcast, and contact-list research with qualification
- Competitor, market, audience, social, and Facebook group research
- Outreach support, email research, and structured data collection

06 SOPs & Process Documentation

- Workflow mapping, standard operating procedures, and recurring-task guides
- Training materials, checklists, visual process guides, and maintenance
- Clear documentation designed for repeatable execution

07 Financial Administration

- Expense categorization, trackers, receipts, and authorized payment support
- Monthly summaries, budgets, spreadsheets, and basic reconciliation support
- Organized financial records for cleaner decision-making

08 AI & Automation Support

- AI-assisted drafting, research, repurposing, and prompt development
- GoHighLevel automations, CRM triggers, lead routing, and SMS/email sequences
- Notifications and practical automation of repetitive tasks

Cross-functional support for remote teams

Executive Assistant / Administrative and CRM Support

Hoek Consulting / Abundance Agency · Remote

Jul 2025–Present

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

- Appointment setting and prospect engagement through social inquiries and follow-up.
- GoHighLevel pipeline creation, sub-account setup, lead uploads, CSV mapping, and administration.
- Carrier communication, account requests, service issue follow-through, keynote editing, and social content support.
- Careful handling of confidential information and authorized payments or expenses.

Social Media Coordinator & Digital Marketing Strategist / Consulting Support

Flasch International · U.S.-based marketing company

Jun 2022–Aug 2026

SCOPE Social and digital operations for three international clients, including planning, creation, publishing, engagement, and performance review.

- Strategic content development aligned to brand voice, audience, and business goals.
- GoHighLevel CRM administration, pipelines, data organization, and workflow maintenance.
- Data entry, transcription, Canva design, file organization, and consulting support across multiple projects.
- Descript transcripts and short-form video production for efficient content repurposing.

WORKING STYLE

Remote-ready by design

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

Fluent across the modern digital workspace

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
SYSTEMS MINDSET	

Tools support the process—not the other way around

I select and maintain tools based on the workflow they need to support: cleaner handoffs, faster follow-up, consistent content, accurate records, and fewer repetitive manual steps.

Education, certifications & languages

EDUCATION

Bachelor of Science in Accounting Information Systems

Cor Jesu College Inc. • Digos City, Philippines • Expected 2027

CERTIFICATIONS

- 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

LANGUAGES

English (proficient) • Filipino (fluent) • Cebuano

CLIENT PERSPECTIVE

Trusted for initiative, organization & follow-through

“She’s dependable, takes initiative, and consistently gets the job done without needing to be micromanaged.”

Boyd Hoek • CEO

“She’s organized, responsive, and always willing to step in and help. I can count on her to get things done.”

Nick Urukalo • Insurance Agent & Team Leader

“She’s proactive, detail-oriented, and quick to understand what’s needed. Her support makes our marketing work much easier.”

Yin Chew • Marketing Consultant

Ready to bring calm structure to your business

If you need a reliable partner to organize operations, keep your CRM current, support your clients, and maintain a consistent digital presence, I would be glad to learn how your team works.

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