

# JANUARY DANIELLE DELA CRUZ

## CONTACT

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## EDUCATION

### BATAAN PENINSULA STATE UNI.

Bachelor of Science in Civil Engr.  
2019-2023

## SKILLS

### PROJECT MANAGEMENT

- Proficiency in Project Management Tools (Asana, Click Up, & Trello)

### EXECUTIVE ASSISTANCE

- Proficiency in Productivity Suites (Google Workspace & Microsoft Office)
- Calendar & Email Management
- Data Entry (80 WPM)

### WEBSITE DEVELOPMENT

- Proficiency in CMS Platforms (WordPress, Wix, & SquareSpace)
- Back End Maintenance & Troubleshooting
- Basic SEO Principles

### CUSTOMER RELATIONSHIP MANAGEMENT

- Proficiency in CRM Tools (OntraPort, Active Campaign, & Dubsado)

## PROFESSIONAL SUMMARY

Experienced Virtual Assistant with over five years of expertise in executive support, website development, project management, and customer relations. Adept at managing multiple tasks across a variety of disciplines, including social media, email marketing, and administrative assistance. With a strong focus on website and tech-related roles, I bring a versatile skill set that adapts to the evolving needs of businesses, while also offering comprehensive support in administrative and marketing functions.

## WORK EXPERIENCE

### FREELANCE WEBSITE DEVELOPER & TECH SUPPORT

The Nonprofit Creators (2023 - Present)

The Nonprofit Creators (NPC) supports visionaries and non-profit organizations in achieving their missions. My role at NPC involves:

- Website Development:** Spearheaded the development of client websites, ensuring functional, user-friendly, and visually appealing online presences.
- Server Management:** Managed and maintained servers on LiquidWeb, troubleshooting any server or website-related issues to guarantee continuous uptime and site availability.
- Tech Support:** Provided technical support, resolving website and server problems promptly to minimize downtime and disruptions for clients.

Achievements:

- Successfully improved the website development process by integrating Figma, leading to a more efficient workflow and reducing the time spent on revisions.

### SOCIAL MEDIA MANAGEMENT & EMAIL MARKETING, WEBSITE MAINTENANCE, COURSE CREATION, & EXECUTIVE ASSISTANCE

Smart VAs (2023 - 2024)

At Smart VAs, an agency serving diverse clients, I provided key support in:

- Social Media Management & Email Marketing:** Developed and executed social media strategies and email campaigns, enhancing client engagement and expanding their online presence.

# SKILLS

## MARKETING

- Social Media & Email Marketing

## SOFT SKILLS

- Problem Solving
- Communication
- Adaptability
- Attention to Detail
- Organization

# CERTIFICATION

## BECOME AN ADMINISTRATIVE PROFESSIONAL COURSE

LinkedIn Learning

## GOOGLE DIGITAL MARKETING & E-COMMERCE

Coursera | Google

## INTRODUCTION TO SOCIAL MEDIA MARKETING

Coursera | META

## WEBSITE DEVELOPMENT BOOTCAMP

Udemy | AppBrewery

- Website Development & Maintenance: Designed, developed, and maintained websites, ensuring they were up-to-date, secure, and optimized for performance.
- Executive Assistance: Offered comprehensive executive support, including calendar management, meeting coordination, and administrative tasks to streamline client operations.
- Course Creation: Assisted clients in creating and hosting their courses on Kajabi and WordPress, with and without membership features, ensuring a seamless user experience and effective course management.

## WEBSITE MAINTENANCE & TECH SUPPORT

Hello 7 Figure Freedom (2022 - 2023)

- Website & Server Maintenance: Maintained multiple websites and servers, ensuring they remained live, secure, and fully operational at all times.
- Technical Support: Provided ongoing technical support to resolve any website or server issues, minimizing downtime and ensuring a smooth user experience.

## EXECUTIVE ASSISTANCE & PROJECT MANAGEMENT

Wisdom of the World (2023 - 2024)

- Executive Assistance: Provided comprehensive support to the CEO, managing all aspects of his business-related needs.
- Project Management: Managed all of the CEO's projects using Asana, ensuring timely completion and effective collaboration.
- Process Improvement: Implemented tools like Asana, Slack, and Google Workspace to streamline processes, improve communication, and enhance overall efficiency.

## WEBSITE MAINTENANCE & SEO, CONTENT CREATION, MARKETING, CLICKUP MANAGEMENT, CUSTOMER SUPPORT, & COURSE CREATION

Bel Around the World (2021 - 2023)

- Website Maintenance: Regularly updated plugins, pages, and blogs to ensure optimal site performance and security.
- SEO and Content Creation: Collaborated closely with clients to write and optimize blog and article content, applying strict SEO principles to improve search engine rankings and audience engagement.
- Marketing: Converted blog content into compelling email newsletters and social media posts, increasing outreach and engagement across platforms.
- Customer Support: Managed daily tech support and responded to client inquiries, ensuring timely and effective resolution of issues.

Achievements:

- Successfully introduced a tool (TextBlaze) that significantly expediting the management of incoming emails.
- Successfully enhanced our ClickUp platform processes that improved project organization, leading to faster response times and smoother operations.