

RHOBIE JEAN AGTON

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PROFESSIONAL SUMMARY

Top-performing Virtual Assistant, Executive Assistant, and Digital Marketing Specialist with 6+ years of proven remote experience supporting 5–10 clients across social media management, ecommerce VA support, email marketing automation, lead generation, executive support, customer success, growth marketing, content creation, video editing, graphic design, funnel building, and web design. Expert in calendar management, inbox management, appointment scheduling, data entry, online research, market research, CRM management, SOP creation, back office support, sales support, finance admin support, and operations support. Proficient in GoHighLevel, HubSpot, ActiveCampaign, Hootsuite, Buffer, Meta Ads, Google Ads, ClickFunnels, WordPress, Shopify, Canva, and Google Workspace. Available full-time or part-time across US, AU, and Asia-Pacific time zones.

PROFESSIONAL EXPERIENCE

Social Media Manager & Ecommerce VA (Remote) 2025 – 2026

Gertie

- Grew and managed brand presence on Instagram, Facebook, and TikTok for a candle ecommerce brand through targeted content strategy and active community management.
- Planned and executed monthly content calendars, product launch campaigns, and seasonal promotions using Hootsuite and Buffer to drive ecommerce traffic, online sales, and customer acquisition.
- Produced on-brand lifestyle visuals, Reels, and Stories using Canva and CapCut to boost reach and audience engagement.
- Tracked and reported KPIs including reach, impressions, engagement rate, and follower growth; refined strategy based on analytics insights.
- Handled DMs, comments, and customer inquiries to support customer success, strengthen brand reputation, and build community loyalty.
- Supported ecommerce VA operations including product content, campaign coordination, and back-office reporting.

Digital Marketing Manager — VA (Remote) 2024 – 2026

The Wright Method, The Wright Healing, Red Pin Map, Magellan Business Sales Advisory (Real Estate), Magellan Business Sales (Real Estate)

- Provided executive support and omnichannel customer service across multiple business accounts, consistently resolving inquiries and maintaining high satisfaction scores.

- Designed and launched conversion-optimized websites on WordPress, Wix, and Shopify — strengthening client digital presence, UX, and online discoverability.
- Built and deployed full-cycle email marketing campaigns in ActiveCampaign, GoHighLevel, and Mailchimp — audience segmentation, automated drip sequences, A/B testing, and performance analytics.
- Developed end-to-end online course content on Kartra and Teachable — scripted video lessons, interactive quizzes, graded assignments, and student progress dashboards.
- Managed full CRM pipelines in HubSpot and GoHighLevel — lead capture, contact tagging, automated follow-up sequences, and pipeline performance reporting.
- Handled finance admin support including invoice tracking, report preparation, and data organization for multi-client accounts.

Digital Marketing VA (Remote) 2022 – 2024

Outsourced Doers

- Produced professional graphic design assets for 5–10 simultaneous client accounts across social media, web, and marketing collateral — consistently on brief, on brand, and on deadline.
- Created and edited high-impact videos, Reels, and branded content using Adobe Premiere Pro and Filmora — optimized for platform specs and audience engagement.
- Managed full-service social media accounts across multiple industries — content creation, community management, scheduling, and monthly analytics reporting.
- Built marketing funnels and email automation workflows in ClickFunnels and Kartra to accelerate client lead generation, customer acquisition, and ecommerce sales.
- Supported executive and administrative tasks including data entry, online research, scheduling, and back-office coordination.
- Coordinated multi-client project workflows in Asana and Slack across international time zones, maintaining 100% on-time delivery.

English Language Instructor (Remote) 2020 – 2022

Acadsoc

- Delivered remote 1:1 English instruction to students across Asia, Europe, and the Americas — managing full curriculum, scheduling, and progress records with complete autonomy.
- Evaluated student progress and delivered structured feedback sessions, continuously adapting teaching methods to individual learning styles and goals.
- Built strong cross-cultural communication and remote work discipline through consistent daily instruction across 10+ countries.

SKILLS

Social Media Management: Instagram, Facebook, TikTok, Meta Business Suite, Hootsuite, Buffer, Sprout Social, Reels, content calendars, content repurposing, hashtag strategy, community management, social media strategy, campaign management, analytics reporting

Paid Advertising: Facebook Ads Manager, Meta Ads, Google Ads, ad campaign setup, A/B testing, performance tracking, ROI reporting

Content & Video: content creation, content repurposing, video editing VA, Reels production, branded video, Canva, Premiere Pro, Filmora, CapCut, graphic design

Growth & Operations: growth marketing, ecommerce VA support, lead generation, customer acquisition, customer success, sales support, operations support, back office support, workflow automation, GTM support, customer experience, finance admin support

EA & Executive Support: email management, calendar management, inbox management, executive scheduling, travel booking, meeting notes, SOP creation, document preparation, client communication

VA Support: virtual assistant, administrative support, data entry, online research, market research, appointment scheduling, SOP creation, travel booking, meeting notes, task management, file management, inbox management

TOOLS

Admin & Productivity: Microsoft Office, Google Workspace (Docs, Sheets, Drive, Gmail)
Project Management: Asana, Trello, Monday.com, Basecamp, Notion
Communication: Slack, Zoom, Google Meet, Discord, Skype
Calendar & Scheduling: Google Calendar, Calendly — calendar management, inbox management
Email Marketing & CRM: ActiveCampaign, Mailchimp, Klaviyo, HubSpot, GoHighLevel, Kartra
Funnels & Web: ClickFunnels, WordPress, Wix, Shopify, Squarespace
SEO & Analytics: Google Analytics, Google Search Console, SEO optimization
Design & Video: Canva, Photoshop, Illustrator, Premiere Pro, Filmora, CapCut
Course & LMS: Kartra, Teachable, Passion.io

CERTIFICATIONS

- Google Digital Marketing & E-commerce Certificate — Google
- HubSpot Email Marketing Certification — HubSpot Academy
- HubSpot Social Media Marketing Certification — HubSpot Academy
- HubSpot Inbound Marketing Certification — HubSpot Academy
- HubSpot Content Marketing Certification — HubSpot Academy
- HubSpot CRM Certification — HubSpot Academy
- Meta Blueprint: Digital Marketing Associate — Meta
- Google Analytics 4 (GA4) Certification — Google Skillshop
- Google Ads Search Certification — Google Skillshop
- Canva Certified Creator — Canva Design School
- Semrush SEO Toolkit Certification — Semrush Academy
- Client Success Core Value Award — Outsourced Doers
- Doer of the Month Award — Outsourced Doers