

CHRISTINE MALIWAT

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PROFESSIONAL SUMMARY

Results-driven Virtual Assistant with 5 years of experience in administrative support, social media management, digital marketing, CRM management, and workflow automation. Skilled in website management, content creation, email marketing, SOP development, and customer support across real estate, property management, and short-term rentals businesses. Backed by another 5 years in the BPO industry (call center) supporting globally recognized brands in the travel and hospitality fields. Adept at independently managing complex, multi-tasking operations with strong attention to detail and minimal supervision.

SKILLS

CRM Management • Social Media Management • Digital Marketing • Email Marketing • Website Management • Email Management • Calendar Management • Data Entry • Customer Service • Content Creation • AI Automation • SEO • SOP Development & Documentation

WORK EXPERIENCE

Social Media & Marketing Virtual Assistant

Oct 2024 – Present

Magnolia Woods Texas | Montgomery, TX, USA (Remote)

- Plan, create, and schedule SEO-optimized content across multiple locations on Facebook, Instagram, Google My Business, and YouTube, featuring member spotlights, event promotions, and office space availability.
- Write compelling copy for social media posts, website pages, blogs, and email campaigns tailored to each platform and target audience.
- Manage and update the company website via Squarespace, including blog posts, service pages, and rental/meeting space listings.
- Design marketing materials and flyers, coordinate agent outreach, and support lead generation for private and virtual office services.
- Track and manage CRM data using ActiveCampaign, including audience segmentation and email campaign creation to maintain consistent communication with current and prospective members.
- Maintain and organize company files and develop standard operating procedures (SOPs) to streamline team workflows.
- Implement automations using available systems and AI tools to improve efficiency and reduce manual workload.
- Collaborate with the team to organize monthly events and streamline bookings via Google Calendar and Archie.
- Plan and execute email marketing campaigns and newsletters to engage members and drive retention across all locations.
- Handle a wide range of ad hoc tasks to support daily operations across all locations.

Short-Term Rental Virtual Assistant

Jan 2024 – Sep 2024

Sunset Paradise Rentals | San Juan, Puerto Rico (Remote)

- Managed guest communications, reservations, and customer service inquiries for short-term rental properties.
- Oversaw cleaning coordination, invoice management, and listing management across platforms.
- Handled additional administrative tasks to ensure seamless rental operations.

Admin & Operations Virtual Assistant

Jun 2023 – Sep 2024

Full Circle Investment Partners & Asset Recovery | Boston, MA, USA (Remote)

- Managed a team of Virtual Assistants and developed SOPs in collaboration with managing partners.
- Assisted with project coordination, tracking timelines and milestones to keep projects on track.
- Managed social media accounts including content creation and post scheduling.
- Maintained and updated the company website for accuracy and relevance.
- Provided administrative support including scheduling, data entry, and correspondence management.
- Supported real estate investment inquiries and organized transaction files.
- Oversaw tax overage processes, claims, and documentation.

- Facilitated communication between team members and external clients.

Marketing & Operations Virtual Assistant

Jun 2021 – May 2023

Sharon Glatz Scott Real Estate | Seattle, WA, USA (Remote)

- Managed CRM, administrative tasks, and appointment setting for a real estate team.
- Conducted cold calling, email management, and calendar management.
- Generated and nurtured leads; designed marketing materials and edited videos.
- Managed property listings and maintained the company website.

Inside Sales Associate

Jun 2021 – Mar 2022

Flyhomes | California, USA (Remote)

- Managed database records and performed appointment setting and email management.
- Conducted outbound cold calling for lead generation and nurturing.
- Handled CRM management to track prospects and client interactions.

Customer Support Specialist – Tier 3

Jun 2018 – Jun 2021

TDCX Philippines (Airbnb) | Mandaluyong City, Metro Manila, Philippines

- Resolved complex guest and host inquiries on bookings, cancellations, refunds, and disputes with empathy and professionalism.
- Maintained adherence to quality standards, productivity targets, and compliance regulations.

Customer Service & Reservation Specialist

Mar 2016 – Mar 2017

Sitel Philippines (Frontier Airlines) | Quezon City, Metro Manila, Philippines

- Handled flight inquiries, bookings, changes, and cancellations; addressed complaints and escalated complex issues as needed.
- Maintained accurate records of reservations and customer interactions.

Customer Service & Sales Representative

Jun 2014 – Jul 2015

Teleperformance Philippines (Hilton Hotels) | Pasig, Metro Manila, Philippines

- Handled guest inquiries, reservations, cancellations, and changes with a focus on satisfaction.
- Provided information on hotel services and amenities; coordinated with hotel departments to resolve guest issues promptly.

EDUCATION

Associate of Science in Hotel, Resort & Restaurant Management

Apr 2014

Philippine Technological Institute at Tanay, Rizal, Philippines

- Consistent Dean's Lister | School Student Assistant Scholar
- Completed internships in Hotel Management, Restaurant Management, and Front Office Operations
- TESDA NC II Passer: Housekeeping, Food & Beverage Services, Bartending, Front Office

TRAININGS & CERTIFICATIONS

- Basics of Real Estate: Home Buying and Selling
- Social Media Marketing Basics
- Graphic Design Training: Canva
- Guesty Property Management Software
- Short-Term Rental 101