SHEENA BUCASAS

CREATIVE & OPERATIONS VIRTUAL ASSISTANT

Philippines | sheenakarabucasas@gmail.com

PROFESSIONAL SUMMARY

Creative & Operations Virtual Assistant with 5+ years of experience supporting businesses across social media, content creation, administrative operations, lead generation, and data management.

Skilled in managing creative and administrative tasks, organizing workflows, and adapting to different tools and business needs. Experienced in supporting teams, maintaining organized processes, and handling day-to-day responsibilities with consistency and attention to detail.

PROFESSIONAL EXPERIENCE

Docking Drawer | Instagram Outreach & Data Support

October 2022 – November 2026

- Conducted prospect research and Instagram outreach toward a weekly goal of 1,000 prospects contacted.
- Initiated prospect conversations and supported outreach related to product kits.
- Maintained lead records and tracked outreach activity to support follow-up and data accuracy.

Pocstock | Asset Manager

September 2023 – October 2024; February 2022 – October 2022

- Processed and reviewed digital asset metadata against a weekly goal of 600 assets.
- Researched keywords, categorized assets, and checked commercial and editorial requirements, including release documentation.
- Maintained accurate records and prepared weekly progress reports.

HopOn! Tech Sales | Sales Development Manager

July 2022 – September 2022

- Facilitated Zoom training sessions, answered participant questions, and supported SDR team development.
- Coordinated weekly meetings, assignments, and progress monitoring with program leadership.

Perserva | Data Entry Associate

July 2021 – September 2022

- Compiled and categorized spreadsheet records, with workloads of approximately 2,000 entries per week.
- Researched information, checked data accuracy, and recommended corrections to team records.

Balangkas Ventures | Social Media Associate

October 2021 – January 2022

- Supported social media for two brands, with a schedule of approximately one post daily.
- Created copy and graphics, scheduled content, engaged with communities, and supported customer inquiries.

Buzz Viral Marketing | IG Content SMM

2021

- Produced up to 30 Instagram posts daily for startup businesses, including graphics, captions, and hashtags.
- Adapted content and messaging to individual brand requirements.

HopOn! Tech Sales | Sales Development Representative Intern

July 2021 – September 2021

- Prospected leads via cold calls, email, LinkedIn messages, and video outreach; supported webinar invitations.
- Created outreach scripts and prospecting materials.

ADDITIONAL PROJECT EXPERIENCE

Capital Beauty | E-commerce, Course & Creative Support

Project dates not recorded

- Provided support for at least five Thinkific courses and Shopify operations across two businesses under one brand.
- Assisted with social media, brand updates, and influencer outreach.

CORE SKILLS

Social media content & scheduling • Community support • Video editing • Lead research & Instagram outreach • Data entry & quality checks • Digital asset metadata • Course support • E-commerce administration

TOOLS

Shopify • Thinkific • Notion • Canva • Google Workspace • Microsoft Office • Slack • Zoom

TRAINING

Virtual Assistant — ProVA | Virtual Assistant — Renaissance VA