SHEENA MACUSI

Creative & Operations Virtual Assistant

Philippines | skmb.working@gmail.com

PROFILE

Virtual assistant with 5 years of experience supporting content, social media, outreach, and business operations. Experienced in organizing digital assets, maintaining data, supporting courses and communities, and adapting to client tools and workflows. Completed a four-year client partnership with Docking Drawer. Open to full-time and part-time opportunities, with a preference for long-term roles.

SELECTED EXPERIENCE

Docking Drawer | Instagram Outreach & Data Support

October 2022 - November 2026

• Researched potential leads and sent initial Instagram outreach messages.

• Built conversations with prospects and maintained lead information.

• Tracked leads and completed data entry to support an organized outreach workflow.

Capital Beauty | E-commerce, Course & Creative Support

• Managed Shopify and Thinkific courses.

• Supported rebranding, social media, and influencer outreach.

Pocstock | Asset Manager

February - October 2022; September 2023 - October 2024

• Entered, reviewed, and updated metadata for digital assets, including categorization and keyword research.

• Checked assets and release information against commercial and editorial requirements.

• Prepared weekly task status reports.

Perserva | Data Entry Associate

July 2021 - September 2022

• Compiled information into spreadsheets and categorized records according to established procedures.

• Researched required information and reviewed team records for corrections.

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Additional experience and skills

Balangkas Ventures | Social Media Associate

October 2021 - January 2022

• Supported social media work for e-commerce and health brands during training and project engagements.

• Researched and scheduled content, created copy and graphics, and maintained brand consistency.

• Engaged with communities and supported customer inquiries through social media.

HopOn! Tech Sales | Sales Development Manager

July - September 2022

• Facilitated Zoom classes and answered participant questions.

• Coordinated tasks and weekly progress meetings and supported team training.

• Worked with program leadership on participant and team progress.

HopOn! Tech Sales | Sales Development Representative Intern

July - September 2021

• Researched prospects and supported outreach and webinar invitations.

Multi-brand Agency Projects | Content Creation

• Created Instagram posts for different brands, adapting content and visual direction to each business.

CORE SKILLS

Social media and content management • Community and student support • Short-form and long-form video editing • Course and onboarding support • PDFs and learning resources • Asset management • Data entry • Web research • Instagram outreach • Calendar management • Email marketing and automation support • E-commerce virtual assistance

TOOLS

Shopify, Thinkific, Notion, Canva, Google Drive, Docs, Sheets and Calendar, Microsoft Office, Slack, Zoom, Loom, Trello, Asana, ClickUp, Mailchimp, Calendly, Typeform and Dropbox.

TRAINING

Virtual Assistant - ProVA
Virtual Assistant - Renaissance VA