

Gertrude Kristine G. Agena

Virtual Assistant | Administrative Support | Data Processing & Documentation

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About Me

Virtual Assistant with experience in administrative support, data entry, documentation management, and digital asset organization. Skilled in reviewing, organizing, and maintaining accurate records using Google Workspace, Excel, and cloud-based platforms. Currently pursuing a BS in Information Technology major in Business Analytics, with experience handling large volumes of digital files, data validation, reporting, and process-oriented tasks. Strong attention to detail and ability to follow structured workflows independently.

Experience

Freelance Graphic Designer

Jan 2022 – Present

Self-Employed | Remote

- Delivered 60+ short-term projects including logos, social media ads, branding visuals, and promotional videos.
- Created Canva templates, rebranded client social media profiles, and produced engaging digital content.
- Designed professional presentations and marketing collateral for businesses and events.
- Edited photos and created short-form video content using Canva, Photoshop, and CapCut.
- Maintained strong communication and consistently met client deadlines with high-quality deliverables aligned to brand goals.

Social Media Manager

April 2025 - Present

Galleria Kamera - Batangas, Philippines (Home-based)

- Built the company's TikTok presence from 0 to over 7,500 followers through organic content, without paid advertising.
- Created and managed the business's Facebook and Instagram pages, establishing its online presence and supporting revenue generation through social media marketing.
- Developed and executed content calendars, promotional campaigns, and branded creatives aligned with business goals.
- Generated and managed content across social media platforms, increasing brand visibility and audience engagement.
- Contributed to the conversion of social media inquiries into 100+ completed sales through consistent content marketing and customer engagement.
- Monitored content performance and adjusted posting strategies based on audience response and engagement metrics.

Social Media Manager

Oct 2025 – Feb 2026

PadelX – Somapah Changi, Singapore (Home-based) & Padel 300 – Makati, Philippines

- Managed social media content calendars and maintained consistent posting schedules across multiple Instagram accounts.
- Created and published branded social media content, including promotional posts and ad creatives aligned with brand identity.
- Supported brand visibility and online community growth through strategic social media management and content planning.

Business Analytics & Information Management

2023-2026

Academic Project

- Managed structured datasets, performed data validation, maintained documentation records, and developed dashboards for business reporting. Ensured data accuracy through systematic review and verification processes.

Social Media Manager

Oct 2024 – Dec 2024

Rejuvenate Clinic & Academy | London, United Kingdom (Home-based)

- Maintained a consistent posting schedule across three Instagram accounts, supporting brand growth and follower engagement.
- Designed and published visually cohesive ad creatives tailored to each brand's identity.
- Adapted content strategy based on post performance insights to improve engagement and reach.

Media Spectaculum Member

2019 – 2023

Integrated School Student Council | Batangas State University - Integrated School, Alangilan Senior High School

- Produced event posters, social media content, and digital materials for campus-wide events.
- Managed the organization's Facebook and Instagram pages for branding consistency and timely updates.
- Collaborated with officers on promoting student initiatives through effective visual communication.

Education

Batangas State University - The National Engineering University
Bachelor of Science in Information Technology, Major in Business Analytics
Expected Graduation: May 2027

Alangilan Senior High School
Senior High School, STEM Strand | 2021 – 2023

Professional Development & Certifications

Webinar, Department of Information and Communications Technology (DICT)/Zoom	
Introduction to Git and Github	Issued 05/2024
AI & Dlgital Divide	Issued 05/2024
Data Science and Analytics: Core Concepts and Practices	Issued 05/2024
Disability and Technology: How to Leverage Technology for the Disability Sector	Issued 05/2024

Government Certification	
Civil Service Eligibility	Issued 03/2023

Skill

Administrative & Communication • Task and calendar management • Email handling and client communication • Internet research and data entry • Appointment scheduling and file organization	Tools • Google Workspace (Docs, Sheets, Slides, Drive) • Microsoft Office (Word, Excel, PowerPoint) • Canva, Photoshop, CapCut • Zoom, Slack, Google Meet, Dropbox • Meta Business Suite
Content Creation & Design • Graphic design (logos, social media posts, marketing materials, presentations) • Social media rebranding • Photo editing and enhancement • Branded Canva templates • Short-form video creation (promos and ads)	Data & Reporting • Data entry and cleaning • Basic data analysis • Excel charts and dashboards • Social media insights monitoring and reporting
Social Media Management • Management and scheduling of content on Facebook, Instagram, Pinterest, and more • Proficient in Meta Business Suite for content planning, insights, and ad management • Engagement growth and content strategy optimization	

Awards

Dean’s Lister First Semester A.Y. 2024-2025	Academic Year 2024 – 2025
Recognized as a Dean’s Lister for exceptional academic performance during the second semester of the academic year 2024-2025, within the Bachelor of Science in Information Technology program.	
CodeChum National Programming Challenge –5th Place Grand Finals	December 19, 2024
Achieved 5th place in the grand finals of the CodeChum National Programming Challenge, showcasing problem-solving, algorithm optimization, and coding proficiency under time constraints.	
CodeChum National Programming Challenge – 2nd Place Group Stage 2	October 28, 2024
Secured 2nd place in Group Stage 2 of the CodeChum National Programming Challenge, demonstrating teamwork, strategic thinking, and strong coding skills in a competitive environment.	

Dean's Lister Second Semester A.Y. 2023-2024**Academic Year 2023 – 2024**

Recognized as a Dean's Lister for exceptional academic performance during the second semester of the academic year 2023-2024, within the Bachelor of Science in Information Technology program.

CICS Likha Festival 2023 – 1st Place**November 24, 2023**

Recognized for excellence in filmmaking, earning multiple awards including Best Director, Best Documentary Film, Best Cinematography, Best Editor, and Best Film Poster, along with 1st Runner-Up for Best Trailer. Led a creative team in producing a compelling documentary that showcased storytelling, technical skills, and visual impact.