

Shiela Mae De La Cruz



+639389530305



dshielamae48@gmail.com



[LinkedIn Profile Link](#)



Batong Malake, Los Banos (4030),
Laguna, Philippines

Versatile Virtual Assistant and Social Media Manager skilled in content creation, website building, and technical reporting for diverse firms. I leverage a strong command of Canva, Capcut, and WordPress to drive stakeholder engagement and grow digital presence while maintaining rigorous administrative standards

EXPERIENCE

Freelance Social Media Manager and Content Editor (Part-time)

Evisory Accounting Firm and Little Linda Stickers |
November 2025 - Present

- Managed an accounting firm's social media and a sticker shop
- Edited content using Canva, Capcut, and Squarespace
- Scheduled posts using Metricool
- Used Monday.com and XPM as the client's CRM

Research Associate (Full time)

UPLB College of Human Ecology | March 2025 - March 2026

- Virtually coordinated schedules, meetings, and communications.
- Supported execution of 4 public event/workshops with 90% stakeholder engagement and contributed to regulatory compliance by writing/editing 3 technical reports.

Freelance Corporate Blogger (Part-time)

KanUpskill.org | February 2025

- Drafted corporate blogs related to company mentorship programs for college graduates.

Social Media Manager (Part-time)

Model Agency | February 2025

- Followed strict scheduled posting timelines
- Grew social media accounts of agency models

Project Development Officer III (Full time & Part time)

UPLB School of Environmental Science and Management | May 2024 - March 2025

- Virtually coordinated schedules, meetings, and communications with 150 stakeholders, managed PHP 1.7M budget, documentation, invoicing, and travel for 20 staff, ensuring timely project delivery.
- Supported execution of 2 public events/workshops with 85% stakeholder engagement and contributed to regulatory compliance by writing/editing 2 technical reports.

Technical Support Staff (Full time)

DENR PENRO Camarines Sur |
September 2023 - May 2024

- Reviewed technical reports with 95% accuracy, aligning with DENR standards and reducing revisions by 90%, significantly improving report quality.
- Facilitated 3 workshops and supported 5 extension activities, boosting attendee satisfaction/knowledge by 50% and increasing community participation in environmental practices by 25%.

EDUCATION

Bachelor of Science in Forestry

University of the Philippines Los Banos | 2023
magna cum laude

SKILLS

- Social Media Marketing and Management
- Graphic Design and Layout (Canva)
- Website Building using WordPress
- Email and Calendar Management
- Video Editing (Capcut)
- Content Writing, Blogging, and Copywriting
- Project Management
- Event Facilitation

APPLICATIONS AND WEBSITES USED

- Social Media Platforms (Facebook, Instagram, Pinterest, TikTok, YouTube)
- Editing Applications (Canva, Capcut)
- Google Suite (Gmeet, Gdocs, Gsheets, GCalendar, Gmail)
- Microsoft Outlook (OneDrive, Teams, Outlook Mail)
- Project Management Platform (Monday.com, Notion)
- Scheduling (Metricool)
- Artificial Intelligence (Gemini, ChatGPT, AI video generator)

VA TRAININGS ATTENDED

15-hour Social Media Marketing Course

Freelance Academy | Oct 2024

[Certificate Link](#)

9-hour Real Estate Virtual Assistant Course

Freelance Academy | Oct 2024

[Certificate Link](#)

CORE VALUES

- Accountable
- Proactive
- Adaptable
- Creative
- Inquisitive