

CHICCO P. CRISOSTOMO

VIRTUAL ASSISTANT | SOCIAL MEDIA MANAGEMENT | LEAD GENERATION

Makati, Philippines | 0938 722 1506 | cICODESK@gmail.com

PROFESSIONAL SUMMARY

Results-focused Virtual Assistant trained in **Social Media Management, Content Creation, Lead Generation, and Client Support**, with a Business Administration background and hands-on experience in customer solutions and operations support. Helps businesses strengthen their online presence, organize digital workflows, research qualified prospects, and maintain responsive client communication. Combines marketing knowledge, customer-facing experience, and process discipline to deliver reliable remote business support.

CORE SPECIALIZATIONS

Social Media Management

- Content Planning & Creation
- Content Scheduling & Publishing
- Audience & Community Engagement
- Social Media Strategy

- Performance Monitoring & Reporting
- Canva Content Design
- Short-Form Video Editing

Lead Generation & Research

- B2B Lead Research
- Prospect Identification
- Contact Research & Data Collection
- Lead Qualification Support
- Online Research
- Database & Spreadsheet Organization

Virtual & Administrative Support

- Customer Support & Communication
- Data Entry & Documentation
- Report Preparation
- Performance Tracking
- Administrative Coordination

- Workflow & Task Management

EXPANDABLE SKILLS

Customer Retention Support | Sales Support | Operations Support |
Process Improvement | Productivity Monitoring | Business Research
| Client Relationship Support | Digital Marketing Support

KEY ACHIEVEMENTS

- Supported customer-facing operations at **Citi**, handling billing concerns, disputes, fraud-related cases, account inquiries, promotions, sales initiatives, and retention activities.
- Supported operational reporting and performance monitoring during an internship with **Pru Life UK**, strengthening experience in data accuracy, reporting, and administrative workflows.
- Built practical capability across **SMM, lead generation, content creation, and digital marketing tools** through focused VA training and hands-on practice.
- Represented **Camarines Norte tourism initiatives** as a Tourism Ambassador Pioneer, supporting local business promotion, consumer engagement, and tourism development.
- Completed **Six Sigma White Belt and Yellow Belt training**, adding process-improvement and structured problem-solving knowledge to the VA skill set.

PROFESSIONAL EXPERIENCE

CITIBANK MANILA

Customer Solutions Officer | Manila, Philippines
October 2025 – June 2026

- Managed customer inquiries involving **credit card billing, account concerns, disputes, fraud cases, promotions, and service-related issues**, applying structured problem-solving and customer-focused communication.
- Investigated customer concerns and provided appropriate resolutions while following established procedures, service standards, and account-handling requirements.
- Supported **sales initiatives and customer retention strategies** by identifying customer needs and communicating relevant solutions.
- Maintained professional communication across sensitive customer interactions, strengthening skills directly transferable to **client support, inbox management, and remote customer service**.
- Handled multiple customer concerns efficiently while maintaining accuracy, professionalism, and attention to detail.
- Escalated complex or specialized cases appropriately to support timely resolution and protect customer experience.

Transferable VA Value: Customer communication | Problem-solving | Client support | Retention | Issue resolution | Process compliance | Professional communication

PRU LIFE UK

Operations Support Intern | Manila, Philippines
January 2025 – May 2025

- Supported daily administrative operations through **data entry, report preparation, productivity monitoring, and performance tracking.**
- Organized operational information to support accurate reporting and easier performance review.
- Assisted with monitoring agent productivity and maintaining performance-related records.
- Prepared reports and documentation using structured data-handling practices and attention to detail.
- Supported the operations team with recurring administrative tasks, helping maintain organized and consistent workflows.
- Developed practical experience in **business administration, documentation, reporting, and performance analysis.**

Transferable VA Value: Administrative support | Data management | Reporting | Performance tracking | Documentation | Operations support

CAMARINES NORTE PROVINCIAL TOURISM

Tourism Ambassador Pioneer | Camarines Norte, Philippines
June 2022 – 2025

- Promoted **local businesses, tourism activities, and provincial development initiatives** through public-facing engagement.
- Supported consumer awareness and engagement by communicating information about local destinations, businesses, and tourism opportunities.
- Represented tourism initiatives in a professional and community-focused capacity.
- Developed communication, relationship-building, public engagement, and promotional skills applicable to **social media, community management, and client-facing VA work**.
- Contributed to initiatives designed to strengthen awareness of local businesses and tourism development across the province.

Transferable VA Value: Audience engagement | Promotion | Communication | Community relations | Business awareness | Brand representation

SOCIAL MEDIA & LEAD GENERATION CAPABILITIES

Social Media Management

- Content planning and calendar development
- Social media content creation
- Caption writing and content organization
- Content scheduling and publishing
- Audience engagement
- Community interaction
- Performance monitoring
- Social media reporting
- Basic strategy development

Lead Generation

- Prospect and company research
- Contact information research
- Lead list building
- Lead qualification support
- B2B prospecting
- Database organization

- Online research
- Contact verification

Content & Digital Support

- Canva graphics
- Short-form video editing
- Social media assets
- Email marketing support
- Campaign organization
- Digital content scheduling

TOOLS & TECH STACK

Social Media & Content:

Canva | CapCut | Meta Business Suite | Buffer

Lead Generation & Research:

ContactOut | RocketReach | Snov.io | BuiltWith

Email Marketing:

Mailchimp | ActiveCampaign | WiseStamp

Productivity & Administration:

Google Workspace | Microsoft 365 | Trello

Process & Business:

Six Sigma Methodologies | SAP S/4HANA | Data & Performance Tracking

TRAINING & CERTIFICATIONS

Six Sigma White Belt & Yellow Belt Training — May 2026

SAP S/4HANA Training Program — Course Certification Completion — July 2021

SAP HANA Certificate of Membership — May 2021
Junior Philippine Institute of Accountancy (JPIA)

General Virtual Assistant Training

Training focus: Social Media Management | Lead Generation | Content Creation | Client Communication | Virtual Business Support

EDUCATION

FAR EASTERN UNIVERSITY — MANILA

Bachelor of Science in Business Administration
Major in Entrepreneurial Management | July 2025

Academic Achievement: Dean's Lister — Second Honor, 2nd Semester, Academic Year 2020–2021

MABINI COLLEGES INCORPORATED

Senior High School — Accountancy, Business and Management
(ABM) Track

March 2020

Resource Speaker — Corporate Social Responsibility | March 2020

CAMARINES NORTE COLLEGE

Junior High School

March 2018

PROFESSIONAL VALUE PROPOSITION

SOCIAL MEDIA + LEAD GENERATION + CLIENT SUPPORT

Chicco combines **digital marketing skills with real-world customer service and operations experience** to provide businesses with dependable remote support. His background allows him to contribute across the customer journey—from organizing digital content and engaging audiences to researching prospects, maintaining accurate information, and communicating professionally with clients.

BEST-FIT CLIENTS

Coaches & Consultants | Startups | E-commerce Brands | Service-Based Businesses | Personal Brands | Small & Growing Businesses | Digital Marketing Teams

VALUE TO CLIENTS

Create → Organize → Research → Engage → Support → Track

