KATRINA FRANCISCO

Executive Assistant | Operations & Project Coordinator | HR & Content Support

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Location: Philippines (Open to Remote Roles)

PROFESSIONAL SUMMARY

Executive Assistant and Operations Coordinator with 5+ years of experience supporting C-level executives, managing calendars, coordinating meetings, overseeing recruitment and onboarding, and driving day-to-day business operations. Skilled in email management, document control, stakeholder communication, compliance tracking, and cross-functional coordination. Highly organized, proactive, and experienced in remote work environments supporting fast-paced teams and multiple priorities.

EDUCATION

Bachelor of Arts in Digital Filmmaking
De La Salle – College of Saint Benilde
2013 – 2017

PROFESSIONAL EXPERIENCE

Media Support
Barrington Media Group, LLC | May 2024 – Sep 2026

- Supported media buyers with database updates, email coordination, order preparation, sending, and accuracy checks to keep campaigns moving on schedule.
- Tracked order confirmations, first revision dates, last air dates, and traffic instruction deadlines, following up as needed to ensure information stayed current.
- Managed ongoing status and representative changes, updating the main media database to reflect changes accurately and keeping the team informed.
- Coordinated accelerated holiday deadlines by communicating with network representatives, gathering updated schedules, and tracking deadline changes for the media team.
- Assisted with rate compilations and other ad hoc media projects, organizing information from multiple sources into clear and usable spreadsheets.
- Created and distributed shared tracking sheets and reference documents to help the team stay aligned on campaign updates, deadlines, and other frequently used information.

Executive Assistant to CEO | HR & Operations
Leveret Group Pte Ltd | May 2024 – Dec 2025

- Provided executive support to the CEO, managing email correspondence, calendars, priorities, and 20+ weekly meetings across multiple departments.
- Served as the primary liaison between the CEO and department leaders, supporting alignment across 5 divisions and 30+ team members.
- Managed HR operations including recruitment, onboarding, payroll coordination, employee relations, and employee records.
- Recorded meeting minutes, tracked action items, and followed up on key tasks, deadlines, and deliverables.
- Maintained compliance, training, onboarding, and company documentation, including SOPs, contracts, and operational records.
- Streamlined workflows and documentation processes, reducing administrative workload by 25% while supporting vendor management, budgeting, and resource allocation.

Virtual Assistant (Freelance)
Jan 2023 – May 2024

- Delivered remote executive and administrative support to 3-5 clients simultaneously, managing calendars, inboxes, travel itineraries, and daily operations across time zones
- Handled email triage, scheduling, and meeting coordination, managing 15-25 meetings per week including agendas and follow-ups
- Supported project and content workflows across multiple teams, ensuring timely execution of 10+ concurrent tasks and deliverables
- Assisted with HR-related tasks including recruitment coordination and onboarding for 5+ hires across client teams
- Created and managed social media content, producing weekly posts, carousels, and short-form videos while improving workflow efficiency using CRM and productivity tools
- Managed multiple executive inboxes, prioritizing correspondence and ensuring prompt responses.
- Prepared meeting agendas, documented key discussion points, and tracked follow-up actions.

Line Producer | Production Manager | Account Manager
SLC Video Production | Sept 2020 – Jul 2022

- Led end-to-end production for multiple high-volume projects, managing 10+ concurrent productions annually from pre to post-production
- Oversaw budgets, cost tracking, and financial reporting, managing project budgets of up to ₱3M+ per production
- Acted as primary client liaison, maintaining relationships with multiple high-profile clients and stakeholders
- Directed recruitment and coordination of production teams, managing crews of 30-50 personnel across shoots
- Managed production schedules and logistics across multiple locations, ensuring on-time and within-budget delivery for all projects

Executive Producer | Production Manager
From Ninetees Digital Media | Aug 2019 – Aug 2020

- Directed full-scale production operations across multiple campaigns and brand projects simultaneously
- Oversaw budgeting, scheduling, and planning, managing resources across several concurrent productions
- Led hiring and management of talent and suppliers, coordinating teams of 10-25 crew members per project
- Coordinated cross-functional teams to ensure seamless communication and execution across departments
- Supervised all phases of production, maintaining consistent on-time delivery and quality control across projects

Visual Merchandiser
Target (San Luis Obispo, CA) | 2018

- Executed visual merchandising strategies to enhance in-store presentation and align with brand standards
- Managed product displays, seasonal layouts, and inventory placement to optimize customer experience and sales performance
- Coordinated with store leadership and team members to ensure timely implementation of merchandising plans
- Analyzed product movement and adjusted displays to improve visibility and inventory turnover
- Maintained store organization and visual consistency across departments in a fast-paced retail environment

Production Coordinator
Saradan Media Ltd | 2017 – 2018

- Coordinated end-to-end production logistics, supporting schedules, on-site operations, and multi-location shoots across various projects
- Managed frequent location changes, organizing travel logistics including flights, accommodations, and transportation for 20-30 cast and crew members
- Assisted in vendor coordination, equipment rentals, and crew communication to ensure seamless execution across all production phases
- Maintained production documentation, budgets, and resource tracking to support operational efficiency and cost control
- Facilitated cross-functional communication between departments, ensuring alignment, smooth workflows, and on-time project delivery

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CORE SKILLS

Executive and Administrative Support

- Calendar, Diary and Email Management
- Meeting Coordination, Minute-Taking, Action Item Tracking and Reporting
- Travel Planning and Scheduling
- Stakeholder Communication
- Document and Records Management

HR and Operations

- Recruitment, Compliance Tracking and Onboarding
- Payroll Coordination
- Employee Relations and Records Management
- Process Improvement, Policy and Procedure Documentation

Production Coordination

- Production Scheduling and Timeline Management
- Logistics and On-site Coordination
- Vendor and Crew Coordination
- Budget Tracking and Resource Allocation

Business and Project Operations

- Workflow Optimization
- Budget and Resource Management
- Vendor and Contract Coordination
- Cross-functional Team Support

TOOLS AND PLATFORMS

- **Productivity:** Google Workspace, Microsoft Office
- **Project Management:** ClickUp, Trello, Monday.com
- **CRM Systems:** HubSpot, Zoho CRM
- **Automation:** Zapier
- **Collaboration:** Slack, Zoom, Microsoft
- **TeamsKnowledge Management:** Notion, Airtable
- **Design and Content:** Canva, Adobe Creative Suite, CapCut
- **AI Tools:** ChatGPT, Claude, Gemini
- **Scheduling:** Calendly
- **Security:** 1Password, Bitwarden