



NIKKI MACAWILI

GENERAL VIRTUAL ASSISTANT /
EXECUTIVE ASSISTANT

CONTACT

+63 993 915 9063

Nikkimacawilifreelance@gmail.com

www.sitioincreible.com

Caloocan, Philippines

EDUCATION

2013 - 2015

Computer Science

Pasig City Institute of Science
and Technology

SKILLS

- Social Media Management
- Administrative Tasks
- Email/Calendar Management
- Project Management
- Executive Assistant
- Leads Generation/ Data Entry
- Graphic/Video Editing
- Client Relationship Management

PLATFORMS & TOOLS

- Project Management (ClickUp, Trello, Asana),
- CRM & Marketing Automation (GoHighLevel, Hubstaff, Salesforce)
- Google & Microsoft Suite, Lead Generation (Apollo.io, Instantly, LinkedIn),
- Marketing & Design (Canva, Adobe Suite, CapCut),
- Scheduling (Later, Metricool, Calendly)
- Transcription (Otter.ai, Fireflies.ai),
- AI (ChatGPT, Jasper, Copy.ai).

PROFESSIONAL EXPERIENCE

RECRUITMENT SPECIALIST II

2015 - 2017 | Sitel

- Organizing interviews. Aiding in the screening of potential applications and providing support to recruitment teams. Job Onboarding and Assessment Guide for Candidate

RECRUITMENT SPECIALIST II

2017 - 2020 | Concentrix

- Connecting with potential job applications both digitally and in person, reviewing applications, Leads Management, Employee Relation Program, and aiding in the recruitment process for hiring managers.

VA / SOCIAL MEDIA MANAGER (GIG/PART TIME)

2019 - 2023 | DARLING LOCAL (Digital Marketing Agency)

- Manage a company's interactions with the public by creating and executing content strategies on Social Media Platforms. Editing Graphics and Video, Managing Social Media accounts, Admin Tasks content creation, scheduling, engagement, and analytics using tools like Canva, Meta Business Suite, and Google Suite.

EXECUTIVE GENERAL VIRTUAL ASSISTANT

2019 - 2026 | DARLING LOCAL (Digital Marketing Agency)

- Reports directly to the CEO/COO, providing high-level administrative and operational support. Responsibilities include updating and maintaining SOPs, managing platforms such as ClickUp, Local Brand Manager, and Go High Level, overseeing email and calendar management, scheduling meetings, taking detailed notes, conducting research, and generating leads. The role also involves cross-department collaboration as a project manager, overseeing team productivity, coordinating with the marketing team to enhance social media presence, and managing travel logistics including booking flights, hotels, and rental cars.