



# CYRUS PASTERA

VIRTUAL ASSISTANT

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## CONTACT

SKYPE: KEMJADE

EMAIL: CYRUSPSTERA03@GMAIL.COM

LINKEDIN:  
LINKEDIN.COM/IN/CYRUSPASTERA/

## PROFILE

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I am a Virtual Assistant highly knowledgeable about the online business. With the experience and training, the knowledge that I have acquired through my eight years of working as a VA and as a freelancer, I am confident that I will be a good candidate for the position that I am applying within your company, where I can use my knowledge and skills for continuous improvement. I have broad experience being a virtual assistant and below are the skills and qualities that I have acquired and that I am sure with this show my versatility to any task associated with it. But of course, I will give my best to learn anything to get the job done.

## SOFTWARE PROGRAMS EXPERIENCE

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### ADOBE:

- **Photoshop CS6:** Create Book Covers, Mockups, Banners, Calling Cards, Any photo editing - [sikaynam2006.deviantart.com/gallery/](http://sikaynam2006.deviantart.com/gallery/)
- **Illustrator CS6:** Vector arts (Use for presentation and documents), Web Icons, Logos
- **In Design:** Create an Interactive PDF/eBook, Tender proposals, Product Catalogue, Name badges for corporate events
- **Premiere Pro CS6:** Video editing

### GOOGLE:

- **Google Drive:** Organize Documents such as Docs, Spreadsheets etc.
- **Tag Manager:** (SEO related) Installs tag container, helps organize website tracker
- **Search Console:** Verify your website by google
- **Analytics:** Monitoring your website traffic in real-time
- **Google My Business:** List your site in Google local listing (show your business to Google Maps of you provide services)

### SEO RELATED SOFTWARE:

- **Rank Tracker:** Monitors your web rankings
- **Screaming Frog:** Analyze your website's Onpage SEO

### FACEBOOK:

- **Facebook ad manager:** Publish advertisement, track the spending of your ads and monitor your clicks and conversion
- **Facebook Pixel:** Track conversions from Facebook ads, optimize ads based on collected data, build targeted audiences for future ads, and remarket to qualified leads

### WEB HOSTING:

- **CPanel:** Install WordPress or manage your website files through FTP if needed

### WORDPRESS FRONT END WEB DEVELOPER

- **Wordpress:** Install theme, publishing content, custom adjustments depending on the needs.



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## WORK EXPERIENCE

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**VIRTUAL ASSISTANT | FRONT END WEB DEVELOPER**  
LINNEO DIGITAL INC | OCT 2016 - PRESENT

### KEY RESPONSIBILITIES:

#### VIRTUAL ASSISTANT

- Answering support emails.
- Manage a contact list via email marketing services (Ontraport, Activa Campaign)
- Research
- Organize files (Google Drive, Quip, Dropbox)

#### GRAPHIC

- Optimize image through photoshop
- Create Banners
- Create PDF Forms
- Create Social media thumbnails

#### FRONT END WEB DEVELOPER

- Manage clients website and apply custom adjustments base on the client's needs through coding or using plugins.
- Put up a website from the ground up using Wordpress CMS
- Create a high-end website optimized through mobile and desktop[ using DIVI theme

#### SEO

- Ensures the website is registered and receiving data on Google Analytics and Facebook Pixel
- The website must be properly crawled by google through google console manager
- Both google console and analytics must be verified
- Reviewing and analyzing client sites for areas that can be improved and optimized
- Developing link building strategies

#### STANDARDS REQUIRED

- Ensures that the client's website is always checked and live
- Ensures Optin are working
- Create protocols for evident and foreseeable issues that may arise
- Clients website must work properly both on mobile and desktop
- Ensures the client concerns are properly dealt with in a timely manner



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## LINKING ASSISTANT

QUANTUMLINX | AUG 2013 - NOV 2016

### KEY RESPONSIBILITIES:

#### STRATEGIC WORK

- Suggest changes and improvements to our linking processes in order to improve the rankings of our clients.

#### TACTICAL WORK

- Create and manage accounts in major web2.0 sites in order to build quality links
- Monitor the rankings of clients on a weekly basis to determine which clients require special attention
- Create links on authoritative sites on the web
- Create, upload and manage QuantumLinx's army of sites
- Manage Google My Business and local directories of clients
- Ensure QuantumLinx has access to client's Google Analytics data, Google Tag Manager and Google Search Console and are all set up, consistent, operating correctly and reflect accurately

#### OTHER DUTIES

- Achieve relevant objectives / KPI's as outlined by direct Manager.
- To work within and be aware of QuantumLinx's policies, practices and procedures and actively participate in the ongoing development and enhancement of these important areas of our business.
- Undertaking project work or reasonable duties as requested by the direct Manager.

#### STANDARDS REQUIRED

- Ensure that all tasks are completed every week with maximum number of 45 clients.
- Ensure that all extra work or linking assigned to a client is completed within the due date.
- Ensure that all clients have their rankings checked and recorded on a weekly basis.
- Ensure that all queries related to clients must be answered within 2 hours or within 1 business day at the latest upon receiving the email and 15 minutes on Skype.
- Ensure that all queries raised on Skype and email will be answered by the buddy just in case the assigned Linking Assistant is on leave.

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## GRAPHIC DESIGNER

FREELANCE| APRIL 2013 - AUG 2013

### KEY RESPONSIBILITIES:

- Develop creative designs such as E-book design, Brochure, Flyers, Calling Cards, Logos, Book covers, Posters, Menus, Web banners, headers, panaflex, tarpaulin, streamer, indoor/outdoor stickers, website headers
- Some administrative tasks, data entry jobs
- Per job basis.



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## INTERNET MARKETING ASSISTANT

INDEPENDENT CONTRACTOR | JUNE 2012 - APRIL 2013

### KEY RESPONSIBILITIES:

#### ADMINISTRATIVE:

- Entering information into the computerized database.
- Prepares source data for computer entry by compiling and sorting information; establishing entry priorities.
- Research using the Internet or other information databases
- Manage Excel, Word or other programs like Google Drive
- Create PowerPoint presentation
- Email management

#### WEBSITE DEVELOPMENT:

- Develop Wordpress blogs and install necessary plugins, widgets and contents
- Create Optin boxes for websites and Wordpress blogs
- Manage cPanel accounts & FTP

#### ONLINE MARKETING:

- Search affiliate products on affiliate programs available on the market
- Promote affiliate products based on the company's guidelines
- Promote social media accounts on Facebook, Twitter and Youtube
- Manage social media accounts

#### SEARCH ENGINE OPTIMIZATION:

- Utilize research to develop and optimize the keyword portfolio development using Google Keyword Tool and/or Market Samurai

#### UTILIZE OPTIMIZATION PROCESS BY LOOKING INTO:

- Article Directory Submission
- Video Submission
- Blog and Forum Comment
- Social Bookmarking
- Website Submission
- And other business directories
- Implement and monitor tracking tools and perform website analysis.

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## REAL ESTATE VIRTUAL ASSISTANT

INDEPENDENT CONTRACTOR | AUG 2011 - MARCH 2012

### KEY RESPONSIBILITIES:

#### ADMINISTRATIVE:

- List real estate properties in classified ads like Kugli, Kijiji & Craigslist
- Markets active listings such as creating advertisement flyers online
- Data analysis/entry into Excel, Word or other programs
- Research using the Internet or other information databases
- Develop creative designs such as business logos and flyers.
- Manage company's social media platforms



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**GRAPHIC DESIGNER/VIRTUAL ASSISTANT**  
INDEPENDENT CONTRACTOR | MAY 2010 - JUNE 2011

### KEY RESPONSIBILITIES:

#### ADMINISTRATIVE:

- Responsible for creating design solutions that have a high visual impact
- Listen to clients and understand their needs before making design decisions
- Develop creative ideas and concepts, choosing the appropriate media and style to meet the client's objectives.
- Develop design briefs by gathering information and data through research
- Designs involved huge variety of products and activities, such as logos, flyers, website header, eBook covers, posters, Panaflex, tarpaulin, streamer, e.g. giving company a "visual brand"
- Keep abreast of the emerging technologies such as Illustrator, Photoshop & Dreamweaver
- Manage email inquiries from the clients.

#### EDUCATION

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**BACHELOR OF ARTS IN CIVIL ENGINEERING**  
UNIVERSITY OF SOUTHERN PHILIPPINES | 2005 - 2008  
UNDERGRADUATE

**HIGHSCHOOL**  
NABUNTURAN NATIONAL COMPREHENSIVE HIGH SCHOOL  
| 2005 - 2008

**ELEMENTARY**  
NABUNTURAN CENTRAL ELEMENTARY SCHOOL  
| 2005 - 2008

#### SKILLS AND ABILITIES

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- Interpersonal Skill - Able to get along well with co-workers and accept supervision. Received positive evaluations from previous supervisors.
  - Communication - has well-developed communication skills, both oral and written
  - Flexible - Willing to try new things and am interested in improving efficiency on assigned tasks.
  - Attention to Detail - Concerned with quality. Produce work that is orderly and attractive. Ensure tasks are completed correctly.
  - SEO - Improve website rankings in search engines.

#### PERSONAL INFORMATION

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**Date of Birth:** March. 27, 1988  
**Sex:** Male  
**Nationality:** Filipino  
**Religion:** Roman Catholic  
**Marital Status:** Married