



Queenees Hope S. Luces

VIRTUAL EXECUTIVE & ADMINISTRATIVE ASSISTANT

📍 Davao City, Philippines

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WORK EXPERIENCE

► VIRTUAL EXECUTIVE & ADMINISTRATIVE ASSISTANT

Thrive Academy | August 2025 - October 2026

- **Operations & Admin:** Maintained WordPress workout dashboards, monitored member registrations, managed failed payments via ThriveCart, and handled client offboardings.
- **Content & Media:** Drafted weekly newsletters, designed promotional and testimonial graphics, and edited full-length and short-form workout and podcast videos for Meta, YouTube, and member portals.

► VIRTUAL EXECUTIVE ASSISTANT

The Shaping Bay | May 2025 - June 2025

- **Executive Support:** Delivered daily administrative support, wrote blog articles aligned with client branding, and generated SEO-optimized images.
- **Workflow & Content:** Managed social media captions, developed custom MindPal AI agents to streamline blog generation, and edited client marketing videos.

► VIRTUAL EXECUTIVE & ADMINISTRATIVE ASSISTANT

DustEx Research Ltd. | June 2023 - February 2025

- **Operations & Finance:** Managed podcast production and guest outreach, organized executive inboxes, prepared invoices, and tracked daily cash flow reports.
- **Marketing & Analytics:** Scheduled newsletters, coordinated safety journal ads, and monitored site metrics via Google Analytics to support strategic growth.

► EXECUTIVE ASSISTANT | PRIVATE SECRETARY

LGU City Councilor's Office | August 2019 - June 2022

- **Public Relations & Governance:** Managed official social media accounts to drive public transparency and community engagement.
- **Legislative Support:** Drafted city ordinances, resolutions, privilege speeches, and committee reports for City Council sessions and public hearings.

EDUCATION

Master of Business Administration (Major in Enterprise Development)

University of Southeastern Philippines | Davao City

Bachelor of Arts in Mass Communication

Ateneo de Davao University | Davao City | Class of 2018

CORE SKILLS

Executive Assistance & Administrative Support
Email Management
Social Media Management & Marketing Graphic
Design & Video Editing
Media Communication & Advertising
Project Management & Data Analysis
Content & Feature Writing
Podcast Production (Editing & Transcription)

TOOLS PROFICIENCY

Content Management & Publishing: WordPress, Podbean, ActiveCampaign

Audio, Photo & Video Editing: Adobe Audition, iMovie, Canva, Cleanvoice AI, Sonix AI, CapCut, Epidemic

Project & Database Management: ClickUp, Slack, Airtable, Automation Agency, Google Workspace, Notion, Asana

Advertising & Marketing: Broadstreet, ActiveCampaign, Vimeo, Opus

Email & Calendar Management: Gmail, Calendly, LastPass

Communication & Collaboration: Zoom, Slack, Google Meet, Telegram, WhatsApp

Financial & Payment Processing: Stripe, Intuit, ThriveCart

Data Analytics & AI Tools: Google Analytics, ChatGPT, MindPal, Gemini

CERTIFICATIONS

SOCIAL MEDIA CERTIFIED | HUBSPOT ACADEMY

ISSUED: Jan 2023 - Feb 2025

Skilled in inbound social media strategy. The course offers the best practices in the Inbound approach to social media, including social monitoring, content strategy, and social engagement.