

MA. ALLIAH MAE T. VELASCO

Virtual Assistant | Research Support | Social Media & Content Management | Business Operations | Business Development

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SUMMARY

A Virtual Assistant and Research Support professional with experience in social media management, content creation, SEO, WordPress, client coordination, market research, and business operations. Effective in managing multiple projects, including managing multiple roles among the following: establishing workflows; producing materials and articles backed by research; supporting client relations; and streamlining daily processes. Proficient in managing social media pages, content scheduling, research writing, data analysis, reporting, and end-to-end business operations for both service-based and product-based brands.

SKILLS

Administrative & VA Support

Email support, client coordination, task management, file organization, online research, data entry, reporting

Social Media & Content

Instagram, Facebook, TikTok, content scheduling, caption writing, short-form content planning, community engagement

Research & Writing

Market research, academic research, literature review, data analysis, APA/MLA/Chicago formatting, report writing

Marketing & SEO

SEO keyword research, blog writing, website content, competitor research, lead generation support

Tools & Platforms

WordPress, Google Workspace, Microsoft Office, Canva, Meta Business Suite, basic analytics tools

WORK EXPERIENCE

Business Development & Operations Manager

April 2024 - Present

Bored Prints PH - Rizal

- Founded and managed a custom printing and AR-enabled collectibles business for fan communities, small businesses, and custom order clients.
- Handled end-to-end operations including client inquiries, order management, production, quality control, fulfillment, and after-sales support.
- Managed live selling, customer engagement, custom orders, and long-term client relationships.
- Created and scheduled social media content to promote products, increase brand awareness, and generate sales inquiries.
- Developed pricing strategies, tracked production costs, and improved workflows through templates and automation.

Research Analyst and Consultant

Jan 2019 - Feb 2026

The Writeler Co. - Rizal

- Managed research projects from topic development, research design, and literature review to final paper review and consultation.
- Created research titles, problem statements, objectives, conceptual frameworks, and methodology structures.
- Conducted literature reviews and synthesized academic sources into clear, evidence-based discussions.
- Assisted clients with qualitative and quantitative research design, data analysis, interpretation, and report writing.
- Reviewed and edited research papers for clarity, structure, citation accuracy, and academic compliance.

Ghostwriter

Jan 2019 - Mar 2023

Writingcreek - Gibraltar, Britain

- Produced academic papers, essays, and research-based content across different disciplines.
- Conducted literature reviews using credible academic and online sources.
- Structured papers according to APA, MLA, Chicago, and client-specific formatting guidelines.
- Simplified complex topics into clear, organized, and readable content.
- Managed multiple writing projects under tight deadlines while maintaining originality and quality.

Freelance Copywriter

Jul 2021 - Dec 2021

The Ghostwriter's Co. - Manila

- Wrote and edited blogs, website copy, marketing materials, and client-focused content.
- Adapted writing tone and style to match different client brands and target audiences.
- Conducted topic and keyword research to improve content relevance and search visibility.
- Applied SEO strategies to support website traffic and content performance.
- Managed multiple copywriting projects while incorporating client feedback and revisions.

Virtual Assistant/ Social Media Manager

May 2020 - Jun 2021

Dreams Distro - California

- Managed social media content planning, scheduling, captions, and engagement for Instagram and Facebook.
- Created captions, visuals, and short-form content aligned with product launches and brand campaigns.
- Maintained and updated website content using WordPress.
- Responded to comments and messages to support customer engagement and community management.
- Tracked basic performance metrics and conducted keyword research to improve content visibility.

Marketing Associate

Jun 2019 - April 2020

ComWorks Inc. - Quezon City

- Assisted in planning and executing marketing campaigns for company products and services.
- Managed content scheduling and created captions, graphics, and promotional materials.
- Conducted market research, competitor analysis, and campaign performance monitoring.
- Prepared basic reports to summarize campaign results and marketing insights.
- Coordinated with designers and developers to maintain brand consistency across materials.