

JEPNTE DELA TORRE

Virtual Assistant | Facebook & TikTok Ads Support | Lead Generation

+6393 6251 2630 | jepntedelatorre@gmail.com | Puerto Princesa City Palawan Philippines

PROFESSIONAL SUMMARY

Virtual Assistant with freelance experience since 2016. Skilled in Facebook page setup, content posting, boosted ads, photo editing, TikTok Business Center setup, ad account creation, campaign support, lead generation, and ad scaling.

Built and supported a tourism Facebook page from scratch, created image posts using Adobe Photoshop and Adobe Illustrator, and handled weekly boosted posts to improve reach and engagement. For almost 3 years, also supported TikTok ad operations by following video instructions and employer SOPs carefully and accurately.

CORE SKILLS

- Virtual Assistance
- Lead Generation
- Campaign Setup
- Facebook Page Management
- Content Posting
- Adobe Photoshop
- Google Docs
- Microsoft Word
- TikTok Business Center Setup
- Ad Account Setup
- Ad Scaling Support
- Facebook Boosted Ads
- Photo Editing
- Adobe Illustrator
- Microsoft Excel

PROFESSIONAL EXPERIENCE

Freelance Virtual Assistant | 2016 - Present

Social Media Support, Ads Setup Support, and Administrative Assistance

- Set up a tourism Facebook page from scratch and supported regular page posting and updates.
- Created photo content using Adobe Photoshop and Adobe Illustrator for social media posting and promotions.
- Managed weekly boosted posts/Facebook ads using image creatives to support page reach and engagement.
- Supported TikTok Business Center creation, ad account setup, and campaign setup for almost 3 years.
- Handled lead generation and ad scaling tasks based on employer instructions, video guides, and step-by-step workflows.
- Used Google Docs and Microsoft Office tools, especially Excel and Word, for day-to-day administrative support.

TOOLS

TikTok Business Center, Facebook Pages, Facebook Ads Manager/Boosted Posts, Adobe Photoshop, Adobe Illustrator, Google Docs, Microsoft Excel, Microsoft Word