

Joebern C. Pongyan

Digital Marketing & Content Strategist | Social Media and Ecommerce PRO | Creative Graphic Designer | AI Content Specialist | High-Converting Static Ads Designer | Copywriter | Customer Psychology & Neuromarketing Expert | Canva Wizard

About Me

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Services I Offer

- Business Operations Management
- Project Management
- Executive Business Assistance
- General Virtual Assistance
- Administrative Assistance
- Graphic Design Services
- AI Content Strategies
- Shopify Store Management
- Email Marketing and Management
- Social Media Marketing
- Social Media Management
- Facebook Ads Management
- LinkedIn Optimization
- Technical and Content Writing
- Sales Funnels and Landing Page
- Advance Copywriting
- Digital Marketing and Strategy
- Content Marketing and Strategy
- Data Entry & Accounting
- Quality Control and Delivery
- General Research and Reporting
- SEO Optimized Article and Blogs

How Do I Work?

- Attentive and Enthusiastic
- Good Decision-maker
- Great Communicator
- Multi-tasker and Creative
- Responsible and Organized
- Strong Time-Management
- Team Player and Leader
- Reliable and Professional
- Fast Learner and Motivated
- Determined and Hardworking

My Background

5 Years of Experience In Helping Business Owners and Founders Grow and Scale Their Business Through Strategic & Story-Driven Content, Graphic Designs, Copies, Digital Marketing & Operational Systems Bringing Revenue Growth, Cost Reduction, and Profits.

My Education

University of St. La Salle - Bacolod
B.S. in Chemical Engineeeing **(GWA = 92.2%)**
Graduated in May 2022

Bacolod City National High School
Science, Technology and Engineering Mathematics
Graduated in March 2018 as **Valedictorian**

My Certifications and Trainings

- Diploma in Social Media Marketing & Management
- Professional Business Management Certification
- Professional Executive Business Assistant Certification
- Facebook Ads Management Certification
- Wordpress Management Certification
- Shopify Management Certification
- Instagram Masterclass
- Youtube Ads Certification
- Google Analytics for Beginners Certification
- Google Local Service Ads Certification
- Google My Business Optimization Certification
- Backlink Strategies Webinar
- Technical & On-page SEO Training
- Systeme.io Marketing Certification
- Digital Marketing Strategy Masterclass
- Canva Graphic Design Masterclass
- ServiceTitan Marketing Pro Level II Certified
- BatchLeads Masterclass Training for Real Estate

and counting...



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My Relevant Work Experiences

Business Operations Manager - Contract
Amber's Home Service Marketing Agency
December 2023 - May 2026
Austin, Texas, United States

Key responsibilities and achievements:

- **Promoted as Business Operations Manager** in December 2024 from Marketing Administrator position
- Perform client invoice processing, recurring transactions, payments and customer data using Quickbooks Online
- Optimize Project Management and tasks in Asana
- Generate and analyze marketing analytics reports to gauge clients' campaign effectiveness.
- Create performance reports for clients across their emails campaigns, Google Analytics & Google Business Profiles
- Create marketing proposals and designs using Canva
- Assist in developing and managing personal branding strategies for Amber McKee
- Implement email drip and SMS campaigns at ServiceTitan Marketing Pro, MailChimp, Constant Contact, and Chiirp including template design and deployment increasing **clients' open rates up to 22%, and CTR improved up to 18%** across client their CRM accounts
- Create graphic design content for marketing materials and digital platforms.
- Coordinate with team members to organize webinars, virtual events, and other marketing activities.
- Handle administrative tasks such as scheduling meetings, create minutes, replying to emails, following up with clients, organizing files, and preparing reports related to marketing and our service
- **Reduced turnaround times by 35%** and improved campaign delivery efficiency across marketing and management departments

Social Media Manager - Part Time
Drag Drive Repeat
August 2024 - February 2026
Blytheville, Mississippi, Arkansas, United States

Key responsibilities and achievements:

- Created **2-3 articles per week** from podcasts, news, episodes and livestreams from Facebook and Youtube
- Designed graphics for social posts, flyers, and thumbnails for Drag Drive Repeat social media platforms and its sponsors
- Planned and strategized content and social media posts for upcoming race and drag events
- Scheduling of social media posts for clients
- Manage social media pages and it's sponsors
- Data entry and management of race event results
- **Increased number of sponsorships by 40% in 2026**
- **Increased Youtube subscribers by 1200+**
- **Increased total social media following by 48%**

Digital Marketing Strategist - Part Time
Better Credit - Start up company
April 2025 - October 2025
New York, USA

Key responsibilities and achievements:

- Helped the founder establish a solid foundation and infrastructure for the business for **bettercredit.us**
- Provided online marketing consulting services to help improve the Company's digital presence and client acquisition strategy from scratch
- Reviewed and advised on current marketing funnels, messaging, and conversion flow of leads
- Learned the Dispute Fox and CRC for the credit repair process
- Designed image ad creatives for Meta Ads
- Designed guide e-books for lead magnet pages
- Designed and launched founder's landing page via Clickfunnels
- Designed and launched **3 lead magnet landing pages via** Clickfunnels
- Set up email drip campaigns in Clickfunnels
- Created social media accounts and pages.
- Created educational text videos for all social media posts
- Created and designed educational infographics for all social media posts
- Created and managed social media accounts, pages, and group daily

Business Manager - Part Time
Hella Phat Vegan
January 2024 - May 2024
Walnut Creek, California, United States

Key responsibilities and achievements:

- Identify and research grants, potential venture capital investors through various platforms and accelerator/incubator programs that aligned with our business goals and **raised over 30% of the capital.**
- Assist with bookkeeping, sales analysis, and budget planning. Provide insights and recommendations to improve financial performance.
- Conduct comprehensive research on global trade regulations for exporting/importing products.
- Support the introduction of new products, including market research and strategic planning.
- Effectively manage our online presence through social media and email marketing campaigns. Utilize Canva for creative content development.
- Perform various administrative tasks to ensure smooth business operations, including scheduling, correspondence, and other relevant activities.



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My Relevant Work Experiences

Creatives and Business Assistant- Project Based

White Mountain Dental
May 2024 - August 2024
North Conway, New Hampshire, United States

Key responsibilities and achievements:

- Data entry and management of expenses and revenue
- Creating MS Excel Files for Practice Monitoring, Finance Charge, and Lab Reports
- Creating Flyers of Dental Services and Promotions
- Creating Pamphlets of Dental Services and Promotions
- Creating Dental Forms, Affidavits, Agreements, Contracts, Consents, Release Removal, Instruction Documents, Termination of Treatment, and Letters for Patients
- Collaboration and Communication: Work closely with the dental clinic team to understand their requirements and provide timely support.
- Quality Control: Review all materials for accuracy, consistency, and alignment with the clinic's standards and goals.
- Continuous Improvement: Stay updated with the latest tools, technologies, and best practices to enhance productivity and quality of work.
- Confidentiality: Maintain strict confidentiality of patient information and adhere to all HIPAA regulations.

Digital Marketing Strategist - Part Time

Muzzy Brand
March 2023 - September 2023
Los Angeles, California, United States

Key responsibilities and achievements:

- Set up and optimized the Shopify store named **muzzybrand.com**
- Updated product listings, prices, and inventories in Shopify.
- Developed and executed social media strategies aligned with business goals
- Created and scheduled engaging content across Social Media platforms
- Monitored social media trends and respond to customer inquiries/comments
- Designed visually appealing graphics for social media posts, website banners, and promotional materials
- Crafted compelling product descriptions, website content, and promotional copy
- Created and managed Facebook ad campaigns to **drive traffic and sales by 26% in 3 months**
- Monitored ad performance and make data-driven adjustments
- Developed and executed email drip campaigns to nurture leads and retain customers, **increasing CTR by 14% after contract**
- Created visually appealing newsletters and promotional emails
- Scheduled and coordinated meetings related to digital marketing strategies
- Organized files, documents, and data related to marketing

Executive Business Assistant - Full Time

The Winter Companies LLC
August 2022 - September 2023
Minneapolis, Minnesota, United States

Key responsibilities and achievements:

- Implemented 5 project management methodologies
- Monitored progress and strategies to meet project goals using teamwork.com
- Executed the development of the AstrologySpark.com
- Generated more than **10,000 subscribers in just 3 months**.
- Provided comprehensive virtual support to the team
- Managed emails, calendar, and administrative tasks
- Managed advertising campaigns on Facebook and Google Ads at $10-$20 daily budget
- Created compelling graphic visuals & written materials.
- Ensured content aligns with the brand voice and goals
- Designed and implement **3 lead magnets and guides**
- Created visually appealing graphics for marketing materials, social media, and the website.
- Crafted persuasive and compelling ad copies
- Conducted data mining to gather relevant information
- Coordinated tasks to meet quality standards.
- Conduct thorough market and competitor research
- Developed comprehensive marketing plans
- Handled day-to-day administrative responsibilities
- Organized and participated in daily meetings
- Generated and presented regular reports on projects
- Developed and implemented social media strategies
- Boosted social media presence - **gained 3k+ followers**

General Virtual Assistant - Project

CCross Realty LLC
April 2022 - May 2022
Chicago, Illinois, United States

Key responsibilities and achievements:

- Engaged with followers, responded to comments, and built a strong online presence on social media
- Created visually appealing graphics for social media and marketing materials for various business
- Stay updated on design trends and tools
- Handled inbound customer inquiries and provide assistance for tax processing
- Made outbound calls for customer follow-ups regarding tax processing
- Maintained a professional and customer-friendly communication style
- Developed and implemented sales funnels to drive leads on client's small businesses
- Attended internal team meetings for project and task management
- Created regular reports on project progress
- Organized and maintained files, records, and documents
- Assisted in general office management tasks as needed



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My Relevant Work Experiences

Marketing Virtual Assistant - Part Time
Choose Growth Pty Ltd
May 2022 - July 2023
Brisbane, Queensland, Australia

Key responsibilities and achievements:
- Regularly updated and maintained the company's WordPress website aligned with the company's goals
- Developed and managed sales funnels in WPFunnels
- Curated and scheduled engaging content across various social media platforms
- Monitored social media channels, responded to comments, and engaged with the audience
- Developed and implemented lead magnet strategies to capture and nurture leads
- Designed visually appealing graphics for website, social media, and marketing materials
- Crafted compelling and persuasive copies for website content, marketing materials, and advertisements
- Managed Facebook ads campaigns at $5 starting budget
- Developed and organized **5 online courses** using Learndash
- Formatted and published children's ebooks in Kindle Create
- Managed and optimized the company's presence on Amazon Kindle Direct Publishing for **30+ published books**
- Handled various administrative duties and operations
- Organized and maintained files, documents, and records
- Coordinated and scheduled meetings as needed

Social Media Manager - Project
Dauphyne Earrings and Piercings
November 2021 - March 2022
Abu Dhabi, United Arab Emirates

Key responsibilities and achievements:
- Developed and executed a comprehensive social media strategy aligned with the company's branding and marketing objectives
- Curated engaging content across to enhance brand visibility and customer engagement
- Monitored social media trends, user comments, and industry discussions to stay informed and responsive
- Created visually compelling graphics and images for social media posts
- Scheduled and coordinated social media posts using Meta Scheduler
- Responded to customer inquiries and comments promptly
- Developed a content calendar, ensuring a diverse range of content
- Stay informed about industry trends and competitor activities to keep the brand's content fresh and relevant
- Fostered and grew a vibrant online community by initiating and participating in conversations related to earrings, piercings, and relevant lifestyle topics

General Virtual Assistant - Part Time
Chatterbox Communications (Emcee Services)
September 2023 - December 2023
Singapore, Singapore

Key responsibilities and achievements:
- Created and scheduled engaging content across various social media platforms
- Designed visually appealing graphics for promotional materials and social media posts using Canva
- Designed eye-catching thumbnails for YouTube videos and Reels content in Instagram
- Created reels and videos of client's past corporate and wedding events
- Followed up with potential clients and nurture leads **increasing conversion by 28% and revenue by 21% after contract**
- Responded to inquiries, provide information, and assist potential clients
- Organized and managed schedules, appointments, and events using Google Calendar
- Handled and organized emails and WhatsApp messages, respond to inquiries, and prioritize communication
- Drafted proposals for potential clients in Better Proposal
- Generated and sent quotes and invoices to clients
- Tracked payments, send reminders, and manage billing processes using WaveApp
- Organized and maintained digital files and documents
- Handled administrative duties and operations
- Created and optimized blog content for SEO
- Researched market trends and analyze competitors in the emcee services industry
- Prioritized and managed tasks efficiently
- Coordinated Internal and external meetings

Customer Service Representative - Part Time
Sanatorium Tattoo
July 2021 - October 2021
Edinburgh, Scotland, United Kingdom

Key responsibilities and achievements:
- Responded to customer inquiries via email, chat, and communication channels at **10-20 inquiries daily**
- Monitored and engaged with customers on various social media platforms
- Addressed customer inquiries and feedback on social media platforms
- Wrote creative and engaging blog content for the company's services
- Developed visually appealing graphics for marketing materials and social media
- Handled appointments for customers
- Handled various administrative tasks and duties
- **Increased sales and conversion by 23% after contract.**