

# Glaiza

## VILLARBA



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### ACADEMIC BACKGROUND

Alternative Learning System

Secondary Diploma / June 2014 - September 2015

### CAREER SUMMARY

Executive Virtual Assistant, Remote Operations Manager, and Business Systems Manager with 6+ years of experience supporting founders, CEOs, and growing businesses across the US, UK, Australia, and Canada. Strong background in operations leadership, team coordination, and building scalable systems that improve efficiency and business performance.

Experienced in GoHighLevel including CRM setup, pipelines, workflows, automations, lead management, onboarding systems, client journeys, reporting, and retention processes. Skilled in turning manual tasks into streamlined systems that increase conversions, improve follow up, and create smoother customer experiences.

Additional experience includes Shopify eCommerce operations, project management, executive support, and financial administration using QuickBooks and Xero.

Previously worked 2 years in healthcare customer support and 1 year as a retention specialist, handling insurance inquiries, appointment coordination, account reviews, billing concerns, and client relationship management.

Known for creating order in fast moving businesses, improving workflows, strengthening retention, reducing manual workload, and helping leaders focus on growth.

### CORE SKILLS

#### Operations & Systems

- Business Process Automation
- SOP Development
- CRM Management
- Workflow Optimization

#### Finance & Admin

- QuickBooks
- Xero
- Payroll Management
- Financial Reporting

#### Tools

- GoHighLevel
- Hubspot
- WordPress
- Shopify
- Canva / Adobe
- Trello / Asana / ClickUp

#### eCommerce

- Shopify Store Management
- WooCommerce Management
- Product Optimization
- Conversion Rate Optimization

#### Marketing

- SEO
- Social Media Strategy
- Lead Generation
- Copywriting

# WORK EXPERIENCE

## Chief Operating Officer (COO) GoHighLevel Expert | Operations Support

VP Nursing | North Carolina, USA  
January 2019 - December 2025 (7 years)

US-based nursing leadership organization serving healthcare professionals and entrepreneurs.

### Key Responsibilities & Achievements:

- **Directed daily operations** for a fast growing coaching and SaaS based business, converting CEO vision into clear execution plans, team accountability, and scalable backend systems.
- **Managed GoHighLevel agency operations** including multiple client sub accounts, onboarding, snapshots, permissions, white label environments, user management, and ongoing platform support.
- **Owned the full GoHighLevel system** including CRM setup, pipelines, opportunities, calendars, workflows, funnels, websites, forms, surveys, email campaigns, SMS campaigns, triggers, tags, and reporting dashboards.
- **Built advanced automations** for lead capture, nurture sequences, appointment reminders, missed call text back, no show recovery, onboarding, reactivation, upsells, renewals, failed payment follow up, and retention campaigns.
- **Designed and optimized sales pipelines** with automated stage movement, follow up tasks, lead scoring, opportunity tracking, and conversion visibility to improve close rates and sales efficiency.
- **Created funnels, landing pages, booking systems**, forms, surveys, calendars, and conversion journeys that increased booked calls, improved lead quality, and reduced drop off.
- **Built reusable snapshots, templates, workflows**, campaigns, and assets that accelerated new client launches and improved agency delivery speed.
- **Integrated GoHighLevel** with Zapier, ThriveCart, payment processors, Google Workspace tools, calendars, and third party applications to remove manual tasks and improve data flow.

- **Managed domains, DNS connections, branded sending domains**, calendars, phone numbers, email setups, and technical configurations required for client account launches.
- **Maintained CRM database quality** through tagging systems, segmentation, smart lists, duplicate cleanup, custom fields, and structured records for accurate reporting and campaign performance.
- **Troubleshoot issues** across workflows, automations, calendars, forms, triggers, integrations, deliverability, payment links, and user access, protecting revenue and client experience.
- **Tracked KPIs** across leads, booked calls, sales conversions, onboarding progress, churn risk, campaign performance, revenue activity, and client retention to support leadership decisions.
- **Created SOPs, training guides, process maps, and internal documentation** for systems, onboarding, and recurring operational tasks to improve consistency and reduce bottlenecks.
- **Managed executive support functions** including inbox oversight, calendar management, meeting preparation, discovery call summaries, scheduling priorities, and daily operational updates.
- **Coordinated travel and event logistics** for conferences, speaking engagements, and business meetings including bookings, schedules, materials, and executive readiness.
- **Oversaw invoices, subscriptions, expenses, receipts, failed payments, and billing** follow up to improve financial visibility and timely collections.
- **Improved client retention** through structured onboarding, proactive follow up systems, smoother customer support processes, and stronger handoff from sales to service delivery.
- **Served as the bridge** between CEO, sales team, support staff, contractors, and clients to keep communication clear, projects moving, and operations running smoothly.

## Virtual Assistant & Web Operations Support

**Nephrology Nurse Leadership Network / USA**  
**November 2020 - March 2023 (2 years 5 months)**

Supported a healthcare leadership organization with digital operations, content management, and podcast production.

### Key Responsibilities & Achievements:

- Managed podcast production from planning to publication.
- Maintained and optimized website content and SEO.
- Designed marketing graphics and digital materials.
- Supported project coordination, research, and administrative workflows.

## HR & Project Manager

**Tuition to Advance / United Kingdom**  
**April 2020 - October 2021 (1 year 7 months)**

Led recruitment operations, HR processes, and financial management for a tutoring organization.

### Key Responsibilities & Achievements:

- Managed end-to-end recruitment process, screening tutor applications and conducting structured interviews.
- Evaluated candidate qualifications and onboarded selected tutors into the organization.
- Oversaw HR documentation, compliance, and internal coordination processes.
- Managed payroll processing and financial record-keeping using QuickBooks and Google Sheets.
- Monitored tutor payments, invoicing, and accounting records to ensure accuracy and timeliness.
- Supported project coordination to ensure smooth operational delivery of tutoring services.

## eCommerce Virtual Assistant

**Bearded Lion Tactical / Australia**  
**August 2020 - September 2021 (1 year 2 months)**

### Key Responsibilities & Achievements:

- Managed Shopify store operations including product uploads, optimization, and order fulfillment.
- Enhanced product images and descriptions to improve customer engagement.
- Monitored financial records and cash flow using QuickBooks and spreadsheets.
- Implemented SEO improvements to boost product discoverability.

## Executive Assistant

**Empowered Bodies / New York, USA**  
**February 2020 - June 2021 (1 year 5 months)**

Provided executive and operational support to a wellness-focused organization, managing digital presence and internal workflows.

### Key Responsibilities & Achievements:

- Managed social media platforms and digital marketing campaigns to strengthen brand visibility and audience engagement.
- Coordinated website development updates, content management, and SEO optimization to improve online performance.
- Designed branded marketing materials and visual assets to maintain consistent brand identity.
- Oversaw administrative operations, calendar management, and executive communications.
- Conducted market research and competitor analysis to support strategic planning.
- Led project coordination to ensure timely completion of marketing and operational initiatives.

## Freelance Executive Virtual Assistant & Operations Manager

**International Clients / Part-time and Contract Based**  
**2018 - 2025**

Partnered with CEOs and business owners across healthcare, eCommerce, and digital industries to lead operations, optimize systems, and manage remote teams.

- Directed daily operations and cross-functional teams to ensure smooth execution.
- Developed SOPs, CRM workflows, and scalable business systems.
- Managed Shopify stores, financial tracking (QuickBooks/Xero), and marketing operations.
- Improved customer retention, onboarding processes, and overall operational efficiency.

# WORK EXPERIENCE

## **Patient Services Representative**

### **Sutherland Global Services**

**August 2016 - November 2018 (2 years 4 months)**

Global business process outsourcing company supporting healthcare insurance clients.

#### **Key Responsibilities & Achievements:**

- Assisted healthcare clients with insurance inquiries, eligibility verification, and policy clarification.
- Scheduled appointments for insurance applications and follow-up services.
- Maintained accurate documentation of customer interactions in CRM systems.
- Delivered high-quality service in a fast-paced environment while meeting performance metrics and compliance standards.

## **Retention Specialist**

### **VXI Philippines**

**December 2018 - March 2020 (1 year 4 months)**

#### **Key Responsibilities & Achievements:**

- Managed customer retention cases, successfully resolving cancellation requests through solution-based communication.
- Reduced account cancellations by offering customized retention options and service upgrades.
- Handled billing disputes and service concerns with high customer satisfaction ratings.