



# RYLE ALCANTARA

Executive VA | Operations VA • Procurement & Orders Management • Local SEO (GBP) • Digital Marketer



## Top Rated on Upwork

5+ years remote ops, client-facing, and cross-functional execution

### Core Services

- **Amazon FBA Ops**
- PO & Vendor Coordination  
Refunds>Returns
- Account Health & Cases
- Listing Optimization
- **Product Research** • 3PL Coordination (Shopify)
- **Local SEO** (GBP:posts/photos/reviews/insights) • Executive Assistance (Asana, inbox, calendars, notes)
- **Real Estate** VA (pipeline tracking)
- **Client & contractor** services & follow-ups) Reporting (Sheets/Looker/Excel)
- **SOPs & Process Design**

### Education

#### Graduate - Bachelor of Science in Business Administration

- Major in Marketing Management  
2020 - 2025  
**University of San Carlos**  
Cebu City

### Contact

Available once in contract per Upwork TOS.

#### Current Address

Delma Street, Abu Dhabi (GMT+4) UAE

#### Permanent Address:

Cebu City, Philippines

2025

#### Value Proposition

I'm the ops partner who delivers so much value you barely notice—except in the numbers. I run Amazon FBA ops, procurement/vendor management, and PO/ETA tracking (dropship + WHSE), drive SLA-tight CX (sub-48h refunds, high CSAT), and install SOPs, dashboards, and automations that stick. I also cover Local SEO (GBP), social/influencer calendars, and exec/VA support—with extra range in real-estate VA and credit-repair workflows.

2025

#### Software Experience

- **E-commerce/Ops:** Amazon Seller Central, Shopify, 3PL portals, SellerTools, Helium 10
- **CX/Messaging:** Reamaze, ManyChat, Klaviyo, Gmail/Outlook, Zoom/Meet, Phone.com, Teams
- **PM/Collab:** Asana, ClickUp, Monday.com, Notion, Slack, LastPass, Hubstaff, Google Drive
- **Local SEO/Social:** Google Business Profile, Google Trends, Meta Business Suite, Sprout Social, Yelp
- **Data/Docs:** Google Workspace (Docs/Sheets/Slides), Microsoft Excel, reporting templates
- **Creative:** Canva, Adobe CC (Ps/Ai/Pr), Loom
- **Procurement/Org:** BizAutomation, MetaPulse, 365
- **Credit Repair Stack:** Credit Repair Cloud, SmartCredit, Experian, DisputeFox, DisputePanda, Ninja Automations, Chargebee, HumbleFax, Hubble, Prodigy
- **Domains/Scheduling:** GoDaddy, Calendly
- **Many More**



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## Professional Experience

### 2023 – 2025 **Procurement Manager (E-commerce / Filtration)**

International Filtration Services | Remote / MI, USA

- Placed/expedited POs, resolved price changes, coordinated dropship & WHSE shipments; upheld ~92–95% on-time delivery; lowered late shipments ~20% via vendor SLAs and cadence.
- Built PO & price-escalation SOPs in BizAutomation; cut resolution time (price disputes/ETAs) from Xd → Yd.
- Implemented ETA dashboard & exception tags; reduced “where’s my order?” tickets ~30%

### 2020 – 2023 **Amazon FBA Operations / Business Development Executive**

Activ Life | Remote / FL, USA

- Managed Seller Central comms, refunds/replacements, Lightning Deals/promos; handled 120+ CX tickets/mo in Re:amaze with <48h TAT.
- Authored SOPs/templates across refunds, negative reviews, review follow-ups; ~25% faster handling and fewer repeats.
- Coordinated influencer follow-ups and review programs → ~25% lift in verified reviews (60–90d).
- Built Sheets dashboards (sales, promos, tickets) and weekly ops reports for leadership.

### 2022 – 2023 **Local SEO Specialist (GBP Manager)**

Multiple SMB Clients via Upwork | Remote, Ongoing (part-time/retainer/project)

- Monthly client check-ins (rank/lead trends), GBP posts/photos/updates cadence, review replies, Q&A hygiene.
- Monitored tracked leads (calls/emails/UTM) and surfaced insights; collaborated with fulfillment for profile updates.
- Delivered consistent visibility gains (maps pack keywords, calls, direction requests) over rolling 90-day windows, backed by GBP Insights exports.
- Operated with US EST overlap and clear spoken English on Google Meet.

### 2022 – 2023 **Executive Assistant to Owner (3 e-commerce brands; \$2M+ revenue)**

Upwork Engagement | Remote, ON, CANADA 2022–2023 (contract)

- Monthly client check-ins (rank/lead trends), GBP posts/photos/updates cadence, review replies, Q&A hygiene.
- Monitored tracked leads (calls/emails/UTM) and surfaced insights; collaborated with fulfillment for profile updates.
- Delivered consistent visibility gains (maps pack keywords, calls, direction requests) over rolling 90-day windows, backed by GBP Insights exports.
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## Professional Experience

### 2022 Real Estate Virtual Assistant

Upwork Engagement | Remote IL, USA

- Set up daily ops systems (contractor/supplier comms, client status boards, document templates).
- Pipeline tracking of showings → offers → escrow; calendar control and follow-ups with clients/contractors; call support as needed.

### 2021 Amazon FBA Research & Data Entry

London-based Seller (Project) | Remote

- Used Helium 10, Keepa, Google Trends, and Sheets to surface candidates with defined thresholds (price/BSR/reviews/margin).
- Delivered sourcing shortlists with supplier options and risk notes; collaborated in Slack; produced hand-off SOP.

### 2020 General Virtual Assistant

Multiple Upwork Clients | Remote USA

- Inbox triage, calendar, Docs/Sheets prep, meeting notes, simple graphics (Canva), research, light CRM updates.
- Earlier roles also include Social Media Manager (content calendars, influencer outreach, lead funnels), Customer Service (Alorica), ESL Tutor (Native Camp), and Appointment Setter (UK/US).

## SKILLS HIGHLIGHTS

- **E-commerce Ops (Amazon FBA):** refunds/returns, cases & account health, listing optimization, promos/Lightning Deals, shipping plans, 3PL/Shopify coordination
- **Procurement & Vendors:** RFQs, PO placement/expediting, price-change escalations, delivery SLAs, dropship & WHSE ETA tracking, vendor cadence/scorecards
- **Customer Service (CX):** inbox/ticket triage (SLAs/macros), sub-48h refund targets, CSAT/KPI reporting, escalations, phone/email/chat support
- **Local SEO / Google Business Profile:** weekly posts/photos, review replies, Q&A hygiene, Insights/lead QA, monthly check-ins
- **Social Media & Influencer:** content calendars, scheduling/community mgmt, influencer outreach & agreements, newsletter/campaign copy, light creative (Canva/Adobe)
- **Digital Marketing & Business Development:** campaign strategy & funnels, offer/testing & landing copy, email/SMS, outreach & partnerships, proposals, pipeline/CRM hygiene, performance reporting
- **Executive / General VA:** inbox & calendar, meeting notes/follow-ups, research, task triage (Asana/ClickUp/Notion), stakeholder comms, reliable US-EST overlap
- **Data, Reporting & SOPs:** Sheets/Excel dashboards, KPI snapshots, SOPs/templates, process automation & documentation
- **Product Research & Sourcing:** Helium 10/Keepa analysis, supplier shortlists, risk notes
- **Lead Generation & CRM hygiene** • Real-Estate VA workflows • Credit-Repair workflows (disputes/bureaus/docs) • Light bookkeeping (basic reconciliation, expenses)

**Reference:** Available upon request for updated contact information

Upwork Profile: <https://www.upwork.com/freelancers/rylealcantara2>