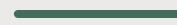


# PORTFOLIO



**Gerlie Ann Aradani**

Virtual Assistant | Administrative & Operations Support

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GERLIE ARADANI  
VIRTUAL ASSISTANT

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# ABOUT ME

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GERLIE ARADANI  
VIRTUAL ASSISTANT

Hi! I'm **Gerlie**, a tech-savvy **Virtual Assistant** with a passion for organization and creative problem-solving. My career has been built on a foundation of professional communication and administrative excellence. Beyond the spreadsheets, I leverage my talent for digital design and video editing to help brands maintain an engaging online presence. I am a fast learner and I am committed to making your daily operations lighter so you can focus on the big picture.

I specialize in **operational efficiency**, **HR support**, and **administrative precision**. My approach combines **psychology-backed insights** with a **proactive 'can-do' attitude**—ensuring your daily workflows are seamless and your team is supported.



# MY SKILLS & EXPERTISE

GERLIE ARADANI  
VIRTUAL ASSISTANT

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My background as an HR Associate and Customer Service Representative has sharpened my **strong communication skills** and my **attention to detail**, allowing me to **manage sensitive documentation with high accuracy**. As a natural **problem solver**, I am **dedicated** to streamlining workflows and delivering solution-focused support to ensure operational efficiency and client satisfaction.

Workflow &  
Process  
Coordination

Social Media  
Content &  
Engagement

Email  
Management  
& Executive  
Calendar

Data  
Tracking &  
Reporting

Digital File  
&  
Documentation  
Systems

# SERVICES OFFERED

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GERLIE ARADANI  
VIRTUAL ASSISTANT

## 1. Administrative Support

Efficiently manage administrative tasks such as email and calendar management, data entry, document organization, calendar scheduling, and general correspondence. Bring organization and Streamline processes to enhance productivity.

## 2. Social Media Management

Develop and execute social media strategies, create engaging content, schedule posts, monitor platforms, interact with followers, and analyze performance. Increase brand visibility, engagement, and reach target audience.

## 3. Graphic Design and Basic Video Editing

Create visually appealing graphics for social media posts, presentations, and marketing materials. Edit and enhance videos, adding captions, transitions, and basic effects.

# SERVICES OFFERED

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GERLIE ARADANI  
VIRTUAL ASSISTANT

## 4. Customer Support

Handle customer inquiries, provide prompt and helpful responses via email, live chat, or social media. Ensure customer satisfaction, resolve issues and maintain positive relationships with clients.

## 6. Workflow and Process Assistance

Implement and maintain structured organizational systems using Trello, Google Workspace, and Calendly. Streamline operations by managing executive calendars, coordinating cross-team communication, and maintaining accurate digital trackers to improve documentation efficiency. Identify operational bottlenecks and facilitate seamless onboarding processes to ensure high-productivity daily workflows.

## 6. Email Marketing

Design and implement effective email marketing campaigns using platforms like MailChimp or Constant Contact. Create engaging email content, segment the audience, monitor open and click-through rates, and track campaign performance.

# TOOLS I AM PROFICIENT IN

GERLIE ARADANI  
VIRTUAL ASSISTANT



# SAMPLE OF MY WORKS

GERLIE ARADANI  
VIRTUAL ASSISTANT

While managing my own online business, I acted as my own Creative Director—designing every asset to build a cohesive brand identity. I utilized **Canva** and **CapCut** to create visuals that didn't just look good but were strategically aligned with my business goals



# SAMPLE OF MY WORKS

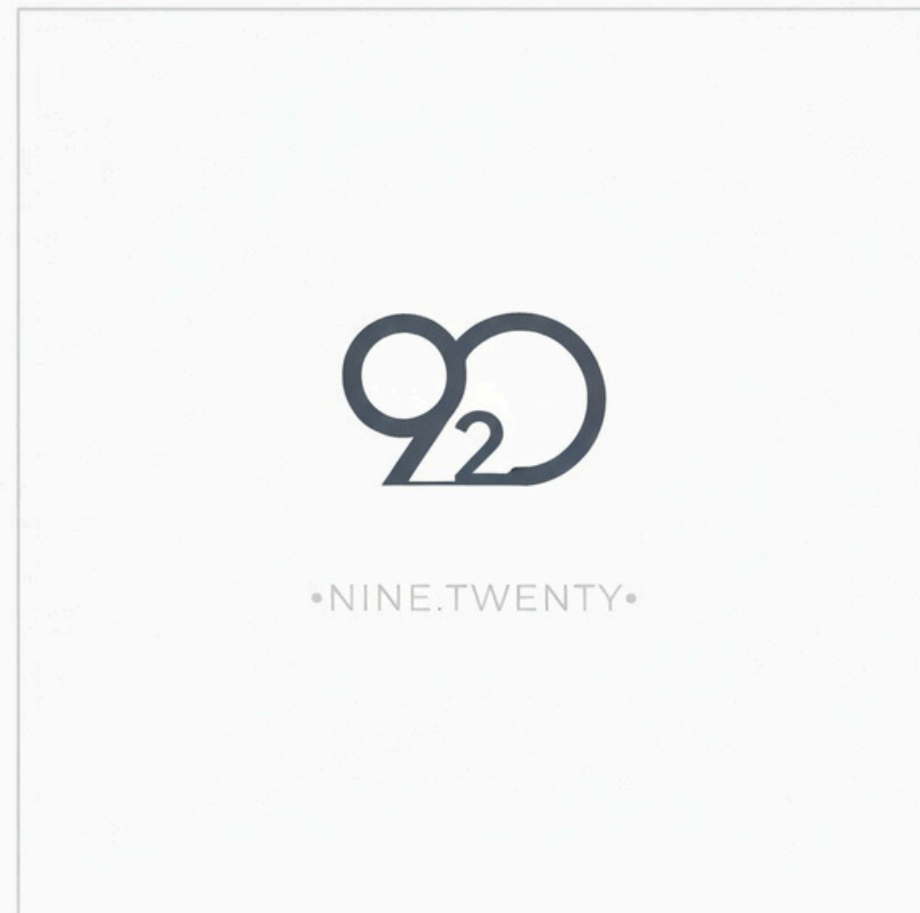
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GERLIE ARADANI  
VIRTUAL ASSISTANT

Project: Brand Identity & Narrative (Nine.Twenty)

Role: Creative Director & Copywriter

Objective: To craft a minimalist brand story that resonates with a modern, feminine audience looking for timeless style.



In a world defined by fast-paced trends and constant noise, there is a quiet power found in simplicity. At Nine.Twenty, we believe that true elegance doesn't shout; it resonates through intentional design and the beauty of the 'less.' Our mission was born from a desire to curate a wardrobe that acts as a reflection of the authentic self— ***minimal, feminine, timeless.***

We don't just create clothing; we create the staples of your story. Every piece is selected to survive the seasons of change, ensuring that what you wear today remains a cherished part of your identity tomorrow. We invite you to step away from the fleeting and embrace a lifestyle where quality is the only standard.

***“Curated for the modern WOMAN.***

***Designed for the horizon. Defined by YOU.”***

# SAMPLE OF MY WORKS

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GERLIE ARADANI  
VIRTUAL ASSISTANT

Project: Social Media Awareness Campaign  
(#MagpahingaMuna/#TakeTimeToBreathe)

Role: Copywriter & Content Strategist

Objective: To create an empathetic, long-form post encouraging mental health awareness and resilience for a student and professional audience.



Lately, change and chaos have become constants in our lives. From economic shifts to personal battles, everyone is carrying a heavy load just to get by. Whether you are working, studying, or balancing both, the weight of the current situation can feel overwhelming. It is normal to feel lost. It is normal to feel weak.

Whatever you are feeling right now, it is valid, and it is okay.

However, you cannot simply allow the weight of the world to remain your only reality. If you've been feeling blue lately, I encourage you to seek out the small things that lift your spirit. If you feel lost, pause to ponder where you began; you might realize just how far you've truly come.

In moments when life feels stark and gray, close your eyes and remember the things that made you genuinely happy—the moments when life felt as beautiful and bright as yellow. I know you're tired but look at all you have endured. Your past self would be so proud of the person you are today, thankful that you survived every circumstance that tried to break you. Whatever you are facing now, you have the strength to surpass it. When you don't know where to turn, find a moment to meditate and seek peace in your heart.

Give yourself permission to heal. Indulge in life and look toward the horizon. Perhaps all you need is a moment to rest and release your worries. There is no room for giving up, but there will always be room for taking a break. So cry if you must, breathe deep, stand up, and keep going.

# WHY CHOOSE ME?

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GERLIE ARADANI  
VIRTUAL ASSISTANT



## **Self-Starter**

Driven by initiative and accountability, I thrive on navigating challenges independently and delivering proactive solutions for every task.



## **Client-Centered**

I prioritize client-centric results by tailoring every output to your specific needs and project goals. My approach ensures your requirements are not just met, but exceeded with precision.



## **Passionate Worker**

I am driven by purpose, not just tasks. My focus is on making a tangible impact on your business objectives and delivering high-quality results that move the needle.

# LET'S CONNECT

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## Email

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GERLIE ARADANI  
VIRTUAL ASSISTANT



*The*  
End



**GERLIE ARADANI**

Virtual Assistant | Administrative & Operations Support