

ARLIE T. TOLENTINO

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Summary

Virtual Assistant and administrative professional experienced in coordinating day-to-day operations, stakeholder communication, follow-ups, documentation, and multiple ongoing priorities. Skilled in CRM management, process improvement, reporting, and using digital tools to keep work organized and moving. Comfortable working independently, identifying what needs attention, and communicating clearly with internal and external stakeholders.

Skills

- Administrative Operations & Coordination
- Stakeholder Communication
- Project Coordination & Follow-Up
- CRM & Records Management
- Documentation & Reporting
- Email Management
- Google Workspace & Microsoft Office
- Process Improvement
- Data Analysis & Reporting
- Workflow Automation
- Technical Support & Troubleshooting
- GoHighLevel CRM Management
- Database & Records Management
- Web Development (HTML, JavaScript, PHP, MySQL)
- Graphic Design & Video Editing (Adobe Photoshop, Flash) Sales Pipelines and Lead Management

Work Experience

01/2022 - 05/2026

Virtual Assistant - Freelance

- Supported digital projects and maintained websites, landing pages, and client-facing systems as needed.
- Managed GoHighLevel CRM records, contacts, calendars, forms, and workflows to keep client information and follow-ups organized.
- Built and maintained automated follow-up workflows that reduced repetitive tasks and helped keep client communication on schedule.
- Managed client inquiries, CRM records, scheduling-related follow-ups, and ongoing communication from initial contact through booking.
- Supported website updates, responsive layouts, technical troubleshooting, and system integrations.
- Supported digital marketing activities through lead-generation funnels, website content, graphics, and short-form marketing assets.
- Managed high-volume client communication while keeping responses, follow-ups, and records organized.
- Developed and applied structured messaging strategies that improved customer retention and increased conversion opportunities.
- Improved communication and follow-up workflows to make day-to-day client handling more organized and efficient.
- Identified areas where administrative and communication processes could be improved and put practical changes in place.

09/2020 - 01/2022

Administrative Aide VI, Department of Agriculture - Central Office

- Supported the GSD Chief with day-to-day administrative coordination and communication with internal and external stakeholders.
- Organized documentation systems and helped speed up the processing of administrative requests.
- Coordinated communication across departments and followed up on requests to help reduce delays.

03/2019 - 03/2020

Administrative Assistant I, Department of Agriculture - Central Office

- Prepared reports used for presentations and internal discussions.
- Handled public complaints and inquiries from markets nationwide and followed up on issues requiring action.
- Analyzed and consolidated nationwide market data to support reporting and decision-making.

07/2017 - 07/2018

Administrative Aide VI, Department of Agriculture Regional Office - IV-A

- Maintained and updated the regional office website to keep information current and accurate.
- Provided technical support and resolved basic system and network issues.
- Processed and analyzed data for internal reports and decision-making.

***Educational
Background***

01/2017

**Bachelor of Science, Information Technology
System Technology Institute (STI)**

- Thesis: Online Web-Based Reservation System for Quim's Catering Business
- Developed using HTML, JavaScript, JSP, PHP, and MySQL

***Trainings &
Certifications***

- Personnel and Human Resource Management Information System (PHRMIS) Database Management Technical Training, 2018
- User Orientation Training on PHRMIS, 2018