

# JOHN MARK SAROL



## About Me

As a TOP-RATED Virtual Assistant specializing in WordPress, Lead Generation, and Social Media Management, I bring extensive expertise in these areas. My experience includes designing user-centric websites, optimizing SEO, and managing impactful digital campaigns. I provide comprehensive solutions that enhance online presence and drive business growth.



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johnmarksarol@gmail.com



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Antipolo City, Philippines

## LANGUAGE

- English
- Tagalog

## EXPERTISE

- Management Skills
- Creativity
- Digital Marketing
- Social Media Management
- Negotiation
- Critical Thinking
- Leadership

**Document Control Officer**  
**TOP-RATED Virtual Assistant**  
**Web Developer / Wordpress**  
**Marketing and Social Media Management**

## EXPERIENCE

**Document Control Officer**  
**(Isometric Diagonal Scheme, Inc.)**  
**01/2018 - Present**



Isometric Diagonal Scheme, Inc. is a civil engineering company based out of Philippines.

- Collaborated across departments and levels of management to gain consensus on procedural documentation.
- Assisted with document troubleshooting, including corrupt documents and files.
- Released and updated drawings and specifications.
- Maintained document control system including work instructions, procedures and associated databases.
- Managed training courses, setup and maintenance for document control systems.

**Encoder**  
**(Ponderosa Leather Goods Co.)**  
**05/2017 - 10/2017**



is the first company in the country to manufacture baseball fielder's gloves for export.

- Entered numerical data into databases with speed and accuracy using 10-key pad.
- Maintained daily production logs of activities and completed work.
- Prepared source data for computer entry by compiling and sorting information.
- Completed daily data back-up to secure records.

**Barista (Infinita Antipolo)**  
**07/2015 - 10/2016**



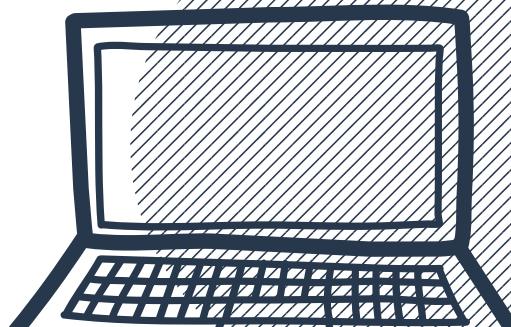
is a food service company established in 2010, specializing in healthy milk tea.

- Learned every menu preparation and numerous off-label drinks to meet all customer needs.
- Cleaned counters, machines, utensils and seating areas daily.
- Prioritized drink requests while managing interruptions.
- Controlled line and crowd with quick, efficient service.

## EDUCATION

Asian Institute of Computer Studies  
(Diploma)

2 Years Computer Science  
2012-2014



## MY VIRTUAL ASSISTANT/FREELANCER PROFILE

I am a highly experienced **VIRTUAL ASSISTANT** and proud to be recognized as a **TOP-RATED** professional on Upwork. With a **99% job success rate**, I have consistently demonstrated my ability to meet and exceed client expectations for over three years. My approach involves providing top-notch administrative support and managing projects efficiently to ensure optimal outcomes for my clients.

In addition to my administrative duties, I am passionate about empowering others in the industry. I teach aspiring virtual assistants through various platforms, including Telegram and Facebook groups, where I share knowledge and experiences crucial for success. I also create educational videos on Facebook Reels and TikTok, offering practical tips and insights into the virtual assistant role. My commitment to quality and client satisfaction is unwavering, as I strive to bring dedication, organization, and expertise to every task, while fostering a community of learning and professional growth.



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**UPWORK**  
<https://www.upwork.com/freelancers/~016cce1e5433de15c5e>



**ONLINEJOBS**  
<https://www.onlinejobs.ph/jobseekers/info/1309356>



**FACEBOOK** **23k followers**  
<https://www.facebook.com/jmbsarol>



**TIKTOK** **60k followers**  
<https://www.tiktok.com/@jmbsarol>

## SKILLS SUMMARY

Project Management	<div style="width: 81%;"></div>	81 %
Design Process	<div style="width: 78%;"></div>	78 %
Web Development	<div style="width: 75%;"></div>	75%
Lead Generation	<div style="width: 60%;"></div>	60%
Social Media Marketing	<div style="width: 85%;"></div>	85%
Search Engine Optimization	<div style="width: 75%;"></div>	75%

## WORK EXPERIENCE

### ARTICLE/BLOG FORMATTER SEO (VIRTUAL ASSISTANT)

#### GOODMENPROJECT

01/10/2022 - PRESENT

The logo for 'THE GOOD MEN PROJECT' is displayed in a white rectangular box with a dark border. The text 'THE GOOD MEN PROJECT' is written in a bold, blue, sans-serif font.

The Good Men Project launched as an online publishing site and social platform on June 1, 2010. It publishes stories surrounding manhood, relationships, sexuality, social justice, and ethics. Ms. magazine once described the site by stating that it "... will make you rethink the idea of a men's magazine. Recommend it...to anyone who wants to read stories about people coming to terms with what enlightened masculinity might look like in the 21st century."

#### Key Responsibilities:

- **Content Formatting:**
  - Apply consistent formatting to enhance readability.
  - Use headers, subheaders, and lists to organize information.
  - Ensure content adheres to the creative commons license of the author.
- **HTML and CSS Editing:**
  - Fix and edit DIV codes to improve layout and presentation.
  - Implement and troubleshoot CTA codes for optimal user engagement.
- **Image Management:**
  - Select and edit images to match content and comply with copyright laws.
  - Adjust images for aesthetics and technical requirements.
- **SEO Optimization:**
  - Integrate effective SEO keywords.
  - Create SEO-friendly headings, tags, and meta descriptions.
  - Write compelling excerpts to draw readers.
- **Tag Management:**
  - Apply relevant tags to enhance discoverability.
- **Compliance and Quality Assurance:**
  - Update content for accuracy and SEO compliance.
  - Perform quality checks to ensure correct formatting and functionality.

### DIGITAL MARKETING

#### TRUE IMPACT AGENCY/AWAKE INSIGHTS

11/08/2022 - PRESENT



To help entrepreneurs succeed in this new landscape, we at True Impact Agency offer digital marketing services that enhance their online presence and drive business growth. Our services include web creation, lead generation, and online marketing consultancy.

#### Key Responsibilities:

- **Creation of Articles:**
  - Develop informative and engaging content to attract and retain audiences.
- **Lead Generation:**
  - Utilize tools like Snov.io, Webscraper, Parsehub, and Datascraper to gather and generate potential customer leads.
- **Canva Editor:**
  - Design and create visual content, including graphics and covers, using Canva.
- **Podcast Editor:**
  - Edit and produce podcasts using Opusclips and Descript, enhancing audio quality and content delivery.
- **Web Developer:**
  - Build and maintain websites using Elementor and WPBakery, focusing on user-friendly design and functionality.

- **Files Researcher:**
  - Use Shazam for researching and identifying audio files and other media content.
- **Content Management:**
  - Manage and schedule content across platforms using tools like LaterSocials and Opusclip to optimize engagement and maintain consistency.
- **Facebook Ads Campaign:**
  - Strategize, create, and manage Facebook ads campaigns to target specific audiences, increase brand visibility, and drive conversions. Monitor performance metrics and adjust strategies as needed to optimize ad spend and ROI.



## ARTICLE/BLOG FORMATTER SEO (VIRTUAL ASSISTANT)

### BIG WOLF MARKETING

11/08/2022 - PRESENT

Big Wolf Marketing is a telemarketing company that was established in 2014 by Pierre Coombes, the company's founder and UK Managing Director. The company offers services to help companies with appointment setting and lead generation. Big Wolf Marketing has worked with global brands and startups across many major industries.

#### Key Responsibilities:

- **Use CHATGPT AI to Generate Articles:**
  - Employ artificial intelligence tools to create high-quality, relevant content efficiently.
- **Find Relevant Images That Are Copyright-Free:**
  - Source copyright-free images that enhance and complement the article content, using platforms like Unsplash, Pixabay, or other stock photo libraries.
- **Apply SEO to All Articles:**
  - Optimize all articles for search engines by integrating targeted keywords, crafting meta descriptions, and using SEO-friendly titles and headers to improve visibility and drive traffic.

## WEB DEVELOPER/ARTICLE SEO/CONTENT MANAGER/AMAZON AFFILIATE

### JOUDEL JANOSKA - MODEL/FASHION/LIFESTYLE BLOGGER

JOUDELJANOSKA.COM

03/01/2024 - PRESENT

a South African born lifestyle content creator and mother of 4.

#### Key Responsibilities:

- **Web Development:**
  - Enhance the website by integrating custom HTML/CSS to improve functionality and design aesthetics.
- **SEO Implementation:**
  - Apply SEO strategies to all blog posts to increase visibility, drive organic traffic, and improve search engine rankings. This includes optimizing keywords, meta tags, and content structure.
- **Affiliate Marketing:**
  - Manage the affiliation of products available on Amazon by incorporating affiliate links and promotional content into the website to monetize traffic effectively..
- **TikTok Growth Strategy(FUTURE PLAN):**
  - Analyze the current TikTok landscape and develop a comprehensive plan to gain followers. This includes content creation, leveraging TikTok's algorithm through strategic posting times and trending hashtags, and optimizing video editing techniques to enhance user engagement.

## CERTIFICATIONS

Build a Full Website using Wordpress	2020
Build a mobile app with Google Sheets on Glide and no coding	2020
Building a Business Presence With Facebook Marketing	2020
Create Your First Chatbot with Rasa and Python	2020
Getting Started in Google Analytics	2020
Getting Started with Power BI Desktop	2020
Google Analytics for Beginners	2020
Introduction to Project Management	2020
Introduction to Python ( <b>UNIVERSITY OF MICHIGAN</b> )	2020
Marketing in a Digital World ( <b>ILLINOIS</b> )	2020
Programming for Everybody (Getting Started with Python)	2020
Spreadsheets for Beginners using Google Sheets	2020
Use WordPress to Create a Blog for your Business	2020

## TOOLS USED





## REFERENCES

Name: Randy Solidum  
Company: Isometric Diagonal Scheme  
Position: Project Manager  
Phone Number: +639272086539

Name: Leslie Almojera  
Company: Isometric Diagonal Scheme  
Position: QA-DCO  
Phone Number: +639178483386

Name: Joshua Shallom Bugarin  
Company: SunFish DataOn Philippines Inc  
Position: Web Developer  
Phone Number: +639955939334

Name: Maya Tonacao  
Company: Isometric Diagonal Scheme  
Position: HR Officer  
Phone Number: +639432855204

Name: Ryan Kyle  
Company: Virtual Assistant Freelancer  
Position: Digital Marketing/Coach  
Email: ryankyle@imnotrk.com

Name: Joy Mae Quimbo  
Company: Good Egg BPO, Inc.  
Position: Accounting Process Expert  
Phone Number: +639977783717