

JOEVANE BALBUENA

Virtual Assistant | E-Commerce & Business Support Specialist
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PROFESSIONAL SUMMARY

Detail-oriented Virtual Assistant and E-Commerce Specialist with 4 years of experience in business support, data entry, and administrative operations. Proven track record managing patient records and billing reports for a U.S.-based pharmacy, and driving product research, SKU management, and lead generation for e-commerce clients. Skilled in CRM management, calendar and email coordination, and process optimization. Currently building expertise in GoHighLevel (GHL) for CRM automation and funnel building. Recognized for strong attention to detail, reliability, and the ability to manage multiple priorities in fast-paced, remote work environments.

CORE SKILLS

Business Support • E-Commerce Operations • Data Entry & Excel Reporting • CRM Management (GoHighLevel) • Calendar & Email Management • Lead Generation & Online Research • SKU & Inventory Management • SEO Product Titling • Billing & Records Administration • AI Content Automation (ChatGPT, Claude, Gemini, Leonardo AI, ElevenLabs) • Video Editing (CapCut) • Problem-Solving • Attention to Detail

PROFESSIONAL EXPERIENCE

Business Support Specialist Jan 2024 – Apr 2026
MedMinder Pharmacy — Boston, USA (Remote)

- Delivered cross-departmental administrative support, adapting to shifting operational priorities in a fast-paced pharmacy environment.
- Assisted the HR Department with monthly co-pay processing, coordinating patient credit card payments accurately and on schedule.
- Managed patient profiles within company systems, including adding and removing records, and tracked deliveries using Excel.
- Prepared weekly billing reports with a high degree of accuracy while managing large-scale data entry workloads.
- Conducted outbound cold calls to generate new leads and enroll potential patients in the Long-Term Care program.

Online Research Specialist (E-Commerce) Apr 2022 – Oct 2023
E-Commerce Client — United States (Remote)

- Sourced qualified leads through extensive online research, compiling verified emails, contact numbers, and websites.
- Managed and updated SKUs for the client's online store, maintaining accurate and organized product listings.
- Maintained clean, up-to-date Excel product databases and delivered daily productivity reports to stakeholders.

Product Research & Title Builder (E-Commerce) Feb 2021 – Dec 2021
E-Commerce Client — United States (Remote)

- Identified at least 5 winning products daily using market research tools such as Zik-Analytics.
- Wrote SEO-optimized product titles that improved discoverability and increased sales performance.

ADDITIONAL PROJECTS

YouTube Content Creator — AI-Automated Short-Form Channels (2 Channels) Ongoing

- Independently build and manage two short-form YouTube channels using an end-to-end AI content pipeline, from concept to publishing.
- Generate scripts and creative concepts using ChatGPT, Claude, and Gemini; produce AI imagery with Leonardo AI and convert to video.
- Create AI voiceovers with ElevenLabs and edit final videos in CapCut, managing the full production workflow solo.
- Applies practical, hands-on experience with AI tools, prompt engineering, and content automation directly relevant to digital marketing and automation roles.

EDUCATION

BS in Customs Administration — University of Visayas, Cebu City (2020 – 2021)
BS in Marketing Management — University of Visayas, Cebu City (2018 – 2019)
BS in Marine Engineering — University of Visayas, Cebu City (2016 – 2018)

LANGUAGES

English — Very Good (Written & Verbal)