

## Contact

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## Top Skills

Social Media Management  
Email Marketing  
Lead Generation

## Certifications

Certificate of Service  
American Tesol  
Teacher Of English To Speakers Of  
Other Languages (TEFL)  
Canva for Work

# Wilbert Espiritu

Passionate about helping entrepreneurs and small businesses grow their online presence and attract the right audience. I specialize in Social Media Management, Email Marketing, and Lead Generation.  
Pagadian, Zamboanga Peninsula, Philippines

## Summary

I'm a trained Virtual Assistant helping businesses grow their online presence and connect with their ideal audience. I specialize in Social Media Management, Email Marketing, and Lead Generation — giving business owners more time to focus on what they do best.

With a strong focus on efficiency and results, I support entrepreneurs, startups, and busy professionals by handling their digital marketing needs and ensuring consistent growth across platforms.

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## Experience

### The VA BAR

3 months

### Internship Trainee

May 2025 - Present (3 months)

Sorsogon, Bicol Region, Philippines

### Social Media Manager

Developed and optimized business profiles on Facebook, LinkedIn, Instagram, X (formerly Twitter), and TikTok to strengthen brand presence and boost online visibility.

Designed cohesive brand identity assets, including logos, banners, and brand boards, to elevate brand recognition and ensure visual consistency across platforms.

Strategically planned, created, and scheduled engaging content (videos, graphics, memes, and quotes) using Meta Business Suite and Buffer to maintain a consistent and impactful online presence.

Executed proven audience growth strategies that significantly increased follower count and engagement rates across multiple social media channels.

Email Marketing / Campaign Management

- # Collected and organized email contacts, converting data into clean CSV format for seamless integration with email marketing platforms.
- # Set up and configured Mailchimp accounts, including audience segmentation through custom tags for targeted campaigns.
- # Designed and implemented high-converting sign-up forms, landing pages, and sample email campaigns to attract and engage subscribers.
- # Imported and managed subscriber lists, ensuring data accuracy and optimizing overall email marketing performance and deliverability.

#### Lead Generation & Community Engagement

Conducted comprehensive skills assessments to align virtual assistant services with client needs and current market demand.

Identified and sourced high-potential leads by actively engaging in niche Facebook groups and researching early-stage startups (under 3 years in operation).

Collected and organized key decision-maker contact details such as CEOs and Founders using Apollo.io, including emails, phone numbers, LinkedIn profiles, and websites.

Compiled and structured lead data to support targeted outreach efforts and client acquisition strategies.

#### Internship Trainee

May 2025 - Present (3 months)

Sorsogon, Bicol Region, Philippines

##### Admin Support

##### Calendar Management:

Organized and maintained schedules by setting appointments, managing meeting invites, and sending timely reminders to ensure efficient time management.

##### Inbox Management:

Handled incoming emails by filtering, organizing, prioritizing, and responding to messages, keeping the inbox clutter-free and ensuring timely follow-ups.

##### Email Signature Creation:

Created and customized professional email signatures for business use, ensuring consistent branding and clear contact details in all outgoing communications.

Appointment Setting via Calendly:

Scheduled appointments using Calendly, making it easy for clients and team members to book meetings while avoiding scheduling conflicts.

Digital File Organization:

Sorted and organized digital files such as photos, videos, and documents using Google Drive, ensuring easy access, proper labeling, and a clean, structured storage system.

Brigada Mass Media Corporation

IT Support

June 2024 - September 2024 (4 months)

Pagadian, Zamboanga Peninsula, Philippines

Provided technical support for hardware, software, and network issues.

Handled troubleshooting, system maintenance, and user assistance to ensure smooth day-to-day IT operations. Installed and configured systems, responded to support tickets, and maintained IT documentation.

51Talk

Kids Teacher

September 2019 - January 2023 (3 years 5 months)

Singapore

Responsible for teaching English to young learners through one-on-one online classes. Lessons focused on improving students' speaking and listening skills using interactive and engaging materials. Developed strong communication and classroom management skills in a virtual setting.

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## Education

Western Mindanao State University

Bachelor's degree, Computer Science · (July 2015 - March 2019)