



ANGELICA MARCELO

SENIOR OFFICE ADMINISTRATIVE

Santa Rosa, Laguna, Philippines

+63 968 268 9641

Email: info@angelicamarcelo.net

[LinkedIn](#) | [Website](#)

ABOUT ME

Accomplished and versatile Senior Office Administrative Manager recognized for delivering comprehensive, highly tailored support to clients in the real estate, construction, and tech sectors as a real estate virtual admin, property specialist, and digital skills mentor. Specific experience supporting professionals in real estate and construction industry, and tech companies & start up's. Innovative self-starter with expertise spanning office administration, client communications, data entry, calendar management, email management, project management, real estate listings management, and more. Exceptionally dedicated professional with keen interpersonal, organizational, and technical skills.

EXPERIENCE

EXECUTIVE OFFICE ADMINISTRATIVE IN REAL ESTATE AND CONSTRUCTION, 2016 to Present

- Partner with clients to understand business/project goals and create effective, highly tailored virtual support plans incorporating administrative, financial, legal, marketing, and technical assistance.
- Respond promptly to client messages and inquiries; adapt virtual support as needed to effectively address changing needs and priorities.
- Leverage creative problem solving and critical thinking skills to improve processes, increase efficiency, and find innovative solutions to complex business challenges.
- Balance multiple clients and projects concurrently while meeting tight deadlines and delivering exceptional customer service in fast-paced, remote environments.
- Keep current on industry-specific trends and opportunities to optimize client support; exercise the utmost discretion when handling sensitive client documents and information.
- Demonstrate exceptional verbal and written communication skills, as well as proficiency in numerous technical systems and tools.

KEY ACHIEVEMENTS

- Drove a 20% increase in client engagement for Real Estate Agents/Brokers, Civil Engineers, Architects, Construction Managers, Quantity Surveyors, and Structural Engineers; coordinated meetings and scheduled 500+ real estate showings and appointments.
- Improved email response times by 30% for numerous professionals; managed 1000+ emails and communications monthly for a diverse client base.
- Secured a 15% increase in real estate listing visibility and inquiries; updated and maintained MLS listings daily; managed project databases for engineers and architects.
- Simplified application processing, reducing tenant turnover by 25%; bolstered financial transparency, leading to 98% on-time rent payments from tenants.
- Boosted lead generation and follow-up efficiency by 25% with innovative social media and marketing strategies customized to clients' unique project and industry needs.
- Drafted and organized crucial documents for Real Estate Attorneys and engineers; streamlined transaction and

project processes to cut document retrieval time by 20%; improved legal research accuracy, achieving a 10% increase in successful case outcomes.

OPERATIONAL EFFICIENCY FOR APPRAISERS, HOME INSPECTORS, AND CONSTRUCTION MANAGERS, 2016 to Present

- Orchestrated property visits, performed data entry for appraisal reports, researched comparable properties to assist with valuation, and generated comprehensive reports.
- Managed client communications, prepared invoices, and handled billing for appraisal services; reduced appraisal turnaround time by 25% via efficient scheduling and data management.
- Scheduled inspections and managed data entry for inspection reports for Home Inspectors, leading to a 20% increase in client satisfaction and retention.
- Coordinated meetings and follow-ups with clients and property owners; facilitated clear communication throughout the inspection process; managed billing and invoicing.
- Played a key role in procurement processes and managed project documentation for Construction Managers, enhancing project efficiency and reducing project delays by 15%.
- Bridged communications with suppliers, subcontractors, and stakeholders to schedule projects and ensure timely deliveries and task completion.

PROPERTY AND PROJECT MANAGEMENT EXCELLENCE, 2016 to Present

- Liaised with tenants to answer questions, schedule maintenance and repairs, identify needs, promptly resolve issues, and build positive tenant/property management relationships.
- Achieved a 30% vacancy reduction and a 15% increase in rental income by effectively marketing rental properties; created compelling marketing materials and tailored ads to reach target audiences.
- Worked closely with Quantity Surveyors and suppliers to assist with cost analysis, estimation, and document preparation, driving accurate project budgeting and informed financial planning.
- Processed applications, including tenant background checks; handled rent collection and performed meticulous financial bookkeeping.

STRATEGIC SUPPORT FOR CONSULTANTS, SELF-EMPLOYED PROFESSIONALS, AND BUSINESSES, 2016 to Present

- Delivered comprehensive administrative and financial support to self-employed professionals and businesses, including invoicing, billing, HR tasks, recruiting, onboarding, and financial bookkeeping.
- Achieved a 20% increase in operational efficiency and client satisfaction a 20% reduction in administrative workload, and significantly improved financial transparency.
- Spearheaded in-depth market research to create detailed presentations and proposals for Real Estate Consultants and Construction Consultants that led to a 20% increase in client acquisition.
- Managed client and partner correspondence; scheduled meetings, appointments, and deliveries; updated and maintained company websites and social media profiles.
- Synchronized complex schedules and appointments; leveraged social media and content marketing to boost clients' online presence.

INDIVIDUAL CLIENT AND INVESTOR SUPPORT, 2016 to Present

- Engaged with buyers, sellers, tenants, landlords, project owners, investors, and other clients to build rapport, identify needs, and create customized virtual assistance solutions that increased client satisfaction by 20%.
- Managed business/client communications, appointments, document preparation, property research, market trend research, advertising support, and other specialized business needs.
- Conducted preliminary market and property research to inform decision-making; provided marketing and advertising support for diverse property listings.

OFFICE ADMINISTRATIVE AND SUPPORT ROLES TASKS, 2016 to Present

- Exhibited proficiency in a wide range of administrative tasks including scheduling, data entry, research, document

preparation, bookkeeping, business communications, and calendar management.

- Handled clients' day-to-day administrative needs, freeing up clients to focus on core business activities and improving productivity by 30%.

TIME-CONSUMING TASKS, 2016 to Present

- Led initial research for projects and proposals, creating actionable recommendations to inform decision-making; performed data entry, invoicing, and bookkeeping to support financial transparency.
- Optimized time usage and drove efficient communication via email, calendar, and database management; crafted, edited, and organized documents to ensure easy access to crucial information.

COMPREHENSIVE SUPPORT FOR PROFESSIONALS, 2016 to Present

- Managed appointments, billing, client/tenant communications, real estate inspections, marketing, social media, legal research and document preparation, and more, enabling professionals to focus on achieving key business outcomes rather than spending time on tedious research and paperwork.

EDUCATION

Polytechnic University of the Philippines
BSBA in Marketing Management

AMA-OED
BS in Real Estate Management (REM)

PROFESSIONAL DEVELOPMENT

- KnowledgeShare Academy
- Course Belt Learning Inc.
- FHMoms – Filipino Homebased Moms
- FVA Business Consultancy Corporation/Surge Academy

TECHNICAL PROFICIENCIES

Real Estate Industry:

Appraisal management software (e.g., AppraisalPort, Mercury Network)
Proposal management software (e.g., Proposify, Bidsketch)
Client management software (e.g., HubSpot, Salesforce, Keap, ClickUp, Pipedrive)
Real estate CRM software (e.g., Salesforce, Zoho CRM, Chime, Followup Boss, KVCore)
MLS platforms (e.g., Realtor.com, Zillow, GMLS, FMLS, Matrix, Corelogic)
Lead generation software (e.g., Zurple, Offrs)
Document organization and transaction management (e.g., DocuSign, Dotloop)
Appraisal management software (e.g., AppraisalPort, Mercury Network)
Inspection software (e.g., HomeGauge, SpectorA)
Document management and legal research tools (e.g., LexisNexis, Westlaw)

Construction Industry Tools:

Inspection software (e.g., HomeGauge, SpectorA)
Project management software (e.g., Procore, BuilderTREND)
Procurement software (e.g., SAP Ariba, Procurify)

Property management software (e.g., Buildium, AppFolio)
Maintenance scheduling tools (e.g., UpKeep, Hippo CMMS)
Marketing platforms (e.g., Zillow Rental Manager, Apartments.com)
Application processing software (e.g., Cozy, RentSpree)
Cost estimation software (e.g., RSMeans, CostX)

General Administrative & Support Roles Tasks:

Data entry and record-keeping tools (e.g., Microsoft Excel, Google Sheets)
Communication management & Collaboration tools (e.g., Gmail, Outlook, email, messaging apps, Skype, Slack, Gchat, Slack, Microsoft Teams)
Scheduling and appointment tools (e.g., Calendly, Doodle, Microsoft Teams)
Document management software (e.g., SharePoint, Dropbox)
Financial software (e.g., QuickBooks, FreshBooks)
Time-Consuming Tasks (General):
Email management tools (e.g., Thunderbird, Apple Mail, Gmail, Outlook, Superhuman)
Scheduling and calendar tools (e.g., Google Calendar, Microsoft Outlook)
Document management and organization (e.g., Evernote, Google Drive, SharePoint, Box, Google Drive, Dropbox)
Data entry and database management tools (e.g., Microsoft Access, SQL)
Research and project proposal tools (e.g., Trello, Notion)
Presentation software (e.g., PowerPoint, Prezi)
HR management software (e.g., BambooHR, Workable)

Marketing Industry Tools:

Research and market analysis platforms (e.g., Statista, SEMrush)
Marketing and social media platforms (e.g., LinkedIn, Twitter)
Social media marketing tools (e.g., Hootsuite, Buffer)
Website management platforms (e.g., WordPress, Wix)
Social media platforms (e.g., LinkedIn, Twitter)

Finance Industry Tools:

Financial bookkeeping software (e.g., Xero, Wave)
Invoicing and billing software (e.g., QuickBooks, FreshBooks)

ADDITIONAL INFORMATION

Testimonial: "Angelica has been a game-changer for our operations in the real estate and construction sectors, showcasing deep industry knowledge, attention to detail, and a commitment to delivering outstanding results."