

# Freya Ngoc Anh

VIRTUAL ASSISTANT

FREYACINI@GMAIL.COM

WITH 5+ YEARS OF EXPERIENCE IN SERVICE AND E-COMMERCE, I TAKE PRIDE IN WORKING INDEPENDENTLY, BEING DETAIL-ORIENTED, AND EASY TO WORK WITH. I ENJOY SUPPORTING CUSTOMERS WITH CARE, MANAGING DAILY OPERATIONS, OR CREATING VISUAL CONTENT. I THRIVE BEHIND THE SCENES SUPPORTING BUSINESSES - WHILE BRINGING A CALM, THOUGHTFUL, AND RELIABLE PRESENCE TO THE WORK I DO.

## WORK EXPERIENCE

### LUNA PUB | 2017 - 2020

*Waitress • Cashier • Bar Staff • Marketing Assistant*

A lovely Italian restaurant in town.

I worked across front-of-house roles — including bar, cashier, and table service - while supporting the restaurant's daily flow. Alongside handling online orders via calls and text, I also created marketing content for socials.

All of these tasks helped me grow in customer service and managing workflow within a fast-paced F&B environment.

### GUUBUU INC. / THE DONAY CORP. | 2018 -2024

*Customer Service & Merchandising Team | Manager*

I spent several years at GuuBuu, starting as a content writer on a website and growing into one of the core team members as the business expanded. Over time, I took on a wide range of responsibilities across listings, data entry, customer service, visual designs, and shop operations - especially during peak seasons with high order volumes and customers inquiries. The primary business platform was Etsy, where I independently managed 5 Etsy stores for nearly two years - all earning Etsy Star Seller badges.

I was later promoted to Customer Service & Merchandising manager - overseeing daily workflows with team members, coordinating with suppliers to ensure smooth fulfillment, while supporting R&D on multiple projects. This role gave me deep, hands-on experience in the e-commerce space (particularly Print-On-Demand field) - while building skills in multitasking, blending creativity, problem-solving, and supporting the business from inside out.

## SKILLS

- Administrative Support [Asana/Lark/Discord]
- Customer Service & Communication
- Copywriting & Content Creation
- E-commerce Operations [Etsy/Shopify/Printify/Fuel/Printful]
- Visual Design [Canva, Photoshop & Illustrator]

### THE PLANNERS | 2020

*Wedding Planner Assistant*

I spent a meaningful time working with a wonderful wedding planning team, supporting behind-the-scenes flow of the ceremonies. I assisted with table settings, décor, and on-site coordination during events.

This experience strengthened my eye for detail, sense of aesthetics, and teamwork spirit, while helping create beautiful, memorable moments.

### SELENA STUDIOS | 2019 -2025

*E-commerce Manager & Brand Operator*

My job offer started with Selena Bags, a fashion brand based in Canada, where I worked closely with the owner on shop operations. One of my first tasks was coordinating with a new vendor - Rosefield, a jewelry and watch brand - to manage product sourcing, inventory, and shipping. I also helped build and update the website, working on themes, product photos, and social media content, while remotely supporting order fulfillment.

Later on, we launched an Etsy shop under the same brand - Selena Studios - which I was fully entrusted to run on my own.

I handled all aspects, from product research and customer service to content creation and visual styling. The shop reached 7k+ organic sales and developed a look and feel that quietly inspired others in the niche. We also received occasional collaboration and branding inquiries from influencers and vendors.

This role gave me the space to grow as an independent operator, running the business end-to-end with vision, reliability, and full autonomy.

## REFERENCES

JEFFREY [GUUBUU INC. FORMER CEO]

NGA THANH [SELENA BAGS & SELENA STUDIOS OWNER]

*Due to privacy, contacts available upon request.*