

LEAH D. SEREÑO

EXECUTIVE ASSISTANT | REAL ESTATE VIRTUAL ASSISTANT

CAREER SUMMARY

Results-driven Real Estate Virtual Assistant with 4+ years of experience in executive support, transaction coordination, and client management within fast-paced environments. Proven track record of managing end-to-end Real Estate transactions, optimizing CRM systems, and streamlining administrative workflows to improve operational efficiency. Adept at supporting Real Estate professionals and high-level Executives in delivering seamless, high-quality client experiences.

CONTACT

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- Caloocan City, PH

EDUCATION

Bachelor of Science in Hotel and Restaurant Management
Lyceum of Subic Bay
2011 - 2014

CORE SKILLS

- End-to-End Listing Coordination
- CRM Database Management
- Executive & Administrative Support
- Inbox & Calendar Optimization
- Client Relationship Management
- Workflow Process Improvement
- Targeted Marketing Support
- Social Media Management
- Documentation & File Management
- Data Tracking & Reporting

PROFESSIONAL EXPERIENCE

- Executive Virtual Assistant (Real Estate)**
Freelance
Sept 2021 - Present
 - Managed 50+ Real Estate transactions annually from contract to closing, ensuring 100% document accuracy and deadline compliance
 - Maintained and optimized CRM systems, improving client follow-up efficiency and reducing missed touchpoints
 - Created and executed email campaigns and social media content, supporting listing visibility and client engagement
 - Organized and maintained digital filing systems for contracts, disclosures, and listings, improving document retrieval speed.
- Operations Supervisor**
Value Vision Optical
Aug 2018 - Jan 2021
 - Oversaw daily operations and administrative processes, improving workflow efficiency
 - Managed scheduling, reporting, and internal documentation for the operations team
 - Led staff coordination, training, and communication across departments
 - Supported process improvements that enhanced team productivity and service delivery

SYSTEMS & TOOLS

- CRM Systems (GoHighLevel and FollowUpBoss)
- Google Workspace
- AI Tools (ChatGPT, Claude, Gemini, Notion)
- Microsoft Office
- Email marketing tools (Constant Contacts and ActivePipe)
- Social Media Platforms
- Graphic Designing and Video Editing Tools (Canva and Capcut)