

IDA MARIE CANLAS

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PROFESSIONAL SUMMARY

Detail-oriented and adaptable professional with over 5 years of extensive experience spanning Technical Support, Customer Service, Virtual Assistance, and Team Leadership. Proven expertise in data architecture, building and deploying custom CRM systems, and utilizing advanced AI tools to optimize operations. Highly capable of managing cross-functional workflows, structuring corporate environments, and maintaining high-performance standards under pressure.

WORK EXPERIENCE

Social Media Team Manager *2024 – Present*

Remote

- Lead and oversee daily operations for a remote social media and moderation team, establishing key performance metrics and workflow standards.
- Designed, built, and deployed a fully custom CRM system using Google Workspace and advanced spreadsheet logic to manage all core team operations — including daily clock-ins/clock-outs, task execution tracking, production rate monitoring, payout processing, fine management, and performance reporting.
- Built the CRM as an essential tool for daily team function, ensuring accurate records for compliance, accountability, and operational continuity.
- Incorporated advanced AI applications, including Higgsfield for specialized video/image asset creation and ChatGPT for structured content optimization.
- Managed administrative architectures, digital assets, and structured folder organizations within Google Drive for instant access and query resolution.

Retail Account SME (Subject Matter Expert) *Nov 2022 – Nov 2024*

iQOR Philippines – Davao City

- Served as a subject matter expert, resolving complex customer complaints, guiding self-service tech tool adoption, and supporting purchasing decisions.
- Collaborated with managers and business partners to evaluate process inefficiencies and implement structural improvements.
- Promoted core client products and services while accurately collecting and auditing customer satisfaction performance data.

Instagram Appointment Setter (Inbound) *2023 – 2024*

Remote

- Managed incoming consultation bookings, qualification tracking, and appointment calendars via native platform interfaces.
- Maintained highly polished, concise communication to convert leads into prospective client strategies.

Social Media Moderator *May 2022 – Sep 2022*

Awesome OS-Offsourcing – Davao City

- Moderated user engagements across Facebook, Twitter, YouTube, Instagram, and Pinterest to maintain corporate standards.
- Handled high-priority platform account maintenance, order status inquiries, and billing resolutions.
- Monitored public uploads to escalate infrastructure risks and provide immediate user troubleshooting support.

Technical Support Representative *Mar 2021 – Aug 2021*

VXI Global Holdings – Davao City

- Fielded critical technical support requests, diagnosing operating software faults, internet connectivity barriers, and device problems.

EDUCATION

BS Civil Engineering *2019 – 2020*

University of Mindanao 2013 Matina, Davao City, Philippines – Davao City, Philippines

SKILLS & COMPETENCIES

Management: Team Leadership, Workflow Automation, Custom CRM Development

Tools & Software: Google Workspace, MS Excel, Google Drive Optimization

AI & Production: Higgsfield AI, ChatGPT Prompting, Canva, PowerPoint

Operations: Technical Support Troubleshooting, Appointment Setting, Process Improvement

Efficiency: 80–90 WPM Typing Speed, High-Speed Internet Compliance

Soft Skills: Multi-tasking, Time Management, Structural Problem Solving