

# IVY SHANE ACOSTA

## Senior Digital Operations & Executive Support Strategist

*Project Manager | Fractional Operations Partner | CRM & Systems Specialist*

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### PROFESSIONAL SUMMARY

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Senior Digital Operations & Executive Support Strategist with 20+ years across BPO leadership, corporate training, and 11+ years of independent contracting. Drives execution, manages workflows, and supports business leadership across concurrent client engagements — building the systems behind growing service businesses, including CRM and marketing automation, no-code applications, compliance readiness, certification support, and launch operations. Known for stepping into businesses with scattered information, undocumented processes, and competing priorities, then creating organized systems that are easier to manage, train, and scale.

### CORE COMPETENCIES

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Digital Operations: workflow design and improvement, process mapping, SOP development, operational audits, system implementation, cross-functional coordination, quality assurance and testing.

Project Management: project planning, timeline and deliverable management, contractor/vendor coordination, launch management, event production, stakeholder communication, budget tracking.

CRM, Automation & Systems: CRM setup and administration, marketing automation, funnel implementation, lead tracking, pipeline management, no-code applications, workflow automation, LMS setup.

Executive Support: inbox and calendar management, executive correspondence, research and briefing preparation, appointment and travel coordination, confidential information handling.

Leadership & Training: team onboarding, training development, internal LMS content, staff supervision, process standardization, coaching and mentoring, documentation and knowledge transfer.

### PROFESSIONAL EXPERIENCE

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#### Digital Operations, Systems & Compliance Project Manager

*Best Foot Forward Consulting, LLC / The Custody Blueprint®* | Remote | Apr 2025 – Present | Independent Contract Engagement

- Support digital operations across Zoho CRM, Zoho Marketing Automation, Zoho Commerce, SuiteDash, and Google Workspace for a family-court education and consulting business.
- Researched and structured information on 300+ court-related professionals, then designed and built a custom AppSheet application to support organized, searchable access to that research.
- Designed an internal PCI training module in Google Slides, converted it into a training video, and implemented it inside SuiteDash LMS to support team education and PCI DSS v4.0 readiness.
- Supported successful SAM.gov and SBA registration processes; currently coordinates documentation and application requirements for WBENC and WOSB certification.
- Built affiliate program infrastructure, including CRM integration requirements, affiliate kits, promotional materials, and landing-page content.
- Prepare and maintain weekly client flow sheets used by coaches and leadership to track attendance, client status, court dates, evaluations, and time-sensitive events.
- Coordinate recurring virtual sessions, Zoom administration, cloud recording, and post-session distribution while maintaining strict confidentiality of legal-adjacent client information.
- Create SOPs, checklists, and documentation so recurring processes can be completed consistently by other team members.

#### Project Manager, Fractional Operations & Client Systems

*Virtually Rise, LLC (formerly Virtually Empowered LLC / dba Virtually Rise)* | Remote | Sep 2023 – Present | Independent Contract Engagement

*Manages concurrent client accounts across marketing, systems, and executive assistance.*

- Amanda Scocozzo / Virtually Empowered: applied Answer Engine Optimization (AEO) and keyword research to restructure website copy for AI-answer-engine discoverability — client has continued acquiring new clients who found the business through ChatGPT.

- Christina Price: owned a 21-speaker virtual summit end to end — speaker research, outreach, recruitment, landing page, promotional graphics, video editing, workbook, and PR kit.
- Amanda Greenlee / Love Reflex™: built three connected GoHighLevel funnel systems — a lead-magnet funnel, a complex archetype quiz funnel with full scoring and personalization logic, and a low-ticket-to-high-ticket ascension funnel — testing every moving part end to end.
- Carol Ann Paulton / Designed to Dine: coordinated contractors, timelines, and budgets for an adaptive-apparel product launch.
- Grant Muller: researched and mapped 1,185 real estate associations nationwide, verified 617 direct contacts, and built a GoHighLevel outreach pipeline supporting speaker-booking outreach.
- Suzanne B. O'Brien / DoulaGivers: centralized outreach operations across ManyChat and ActiveCampaign, supporting phased multi-channel campaigns against an approximately 20,000-contact database.
- Pi-Isis Ankhra / P.S.314: organized a 700+ record contact database, managed social media content and graphics, and provided light executive/personal assistance including appointment coordination and hotel booking.

## Project Manager

*Virtually Blue Solutions* | Remote | Sep 2023 – Feb 2026 | Client/Project Engagement

- Built a lead-generation system for blue-collar business owners end to end — WordPress/Divi landing page, MailerLite nurture sequence (immediate, 3-day, 5-day, 10-day), and audience-appropriate content.

## Account Manager → Account Manager Supervisor → Project Manager Supervisor

*Leonexus Virtual Assistants — assigned to Quality Consistent Leads* | Philippines & Indiana, US · Remote | Apr 2022 – Jan 2024 | Agency Contract Engagement

*Agency of record: Leonexus Virtual Assistants. Quality Consistent Leads was the client account supported.*

- Promoted twice within months. Built the Account Manager function's operations, training, and documentation from scratch — recognized with a Certificate of Appreciation (Dec 2022).
- As Account Manager Supervisor, oversaw the account management team and campaign execution, and worked with the operations team to refine lead-generation strategy.
- As Project Manager Supervisor, oversaw day-to-day operations of project managers supporting a remote US-based team, including training, shadowing, and weekly client board reviews.

## Independent Freelance Consultant

*Self-Employed · Branding, Marketing & Digital Operations* | Onsite & Remote | Apr 2015 – Present

- Hired directly, in person, by five small business owners to lead brand naming, logo design, and go-to-market strategy from the ground up (Touch by Mary, Illuminare Trading, Homeorxy, Hermione Shoe Shop, Waxmetology).
- Created and managed Facebook Business Pages and Google Business Profiles, and planned digital advertising campaigns to build awareness and drive customer acquisition.
- Produced marketing video content and designed marketing collateral (price lists, promotional graphics) for in-person and online use.
- Later expanded into remote client work, acquiring additional clients through Upwork, LinkedIn, and repeat engagements — delivering social media management, graphic design, video editing, and administrative support.

## Customer Service Representative

*Harte Hanks* | Taguig, Philippines · Part-Time | Aug 2021 – Mar 2024

- Delivered live-chat technical support and issue resolution for a high-volume support program, managing multiple customer conversations at once.

## CORPORATE FOUNDATION (EARLIER CAREER)

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Direct-employment roles across BPO operations, technical support, and customer service — the corporate foundation before shifting into full independent contracting from April 2015 onward.

Project Facilitator, Next BPO Solutions, Inc. (Oct 2014 – Apr 2015) — ran day-to-day call center operations, supervising agents and coordinating client training.

Support Engineer, The Callista Group, Auckland, NZ (May 2012 – Apr 2014) — end-user support for Call Monitoring and Hospitality applications for an international client base.

L2 Technical Support Associate (AT&T Uverse), Convergys Intelligent Contact (May 2011 – Sep 2011) — Level 2 support for AT&T Uverse internet, voice, and IPTV.

Technical Support Rep. → Training Buddy/Mentor → Digital Support Rep., TELUS International Philippines (Sep 2008 – Mar 2011) — progressed from frontline support into training/mentoring, then supported Barnes & Noble NOOK customers.

Marketing Associate, ePerformax (Jul 2007 – Sep 2008) — inbound customer calls for US-based accounts.  
Communication Assistant, San Miguel Corporation (Jun 2006 – Jul 2007) — inbound/outbound call handling and complaint escalation for SMC and subsidiaries.

**CERTIFICATION & PROFESSIONAL DEVELOPMENT**

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AEO Specialist — Perry Belcher Learning — Issued November 2025 — Credential ID: 690c0c7a821f70b53dae05a4

**TOOLKIT**

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Primary: Zoho CRM, Zoho Marketing Automation, Zoho Commerce, GoHighLevel, SuiteDash, AppSheet, Google Workspace, Monday.com, Basecamp, Pipedrive, WordPress, Divi, Zapier, Canva, CapCut, QuickBooks, ActiveCampaign, ManyChat, MailerLite, Fathom, Zoom.

Working Knowledge: HubSpot CRM, Salesforce, Airtable, Notion, Mailchimp, ConvertKit, Calendly, ClickUp, Trackabi, Trello, Asana, Kajabi, Thinkific, Zoho Learn, Loom, Adobe Express, Figma, Meta Business Suite, Google Search Console/Analytics/Ads, LinkedIn Sales Navigator, Slack, Microsoft Teams, ChatGPT, Claude, Custom GPTs.

Project-Specific: Shopify, eBay, Poshmark, Stripe, PayPal, Bubble.io, AnswerThePublic, WhatsApp Business.

**LANGUAGES**

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English (Fluent) | Filipino (Fluent) | Bisaya/Cebuano (Fluent)

**AVAILABILITY**

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Remote | Part-time, fractional, contract, or project-based | Open to an exclusive full-time opportunity when the fit is right.  
Comfortable working across United States and United Kingdom time zones.