

JOEFER TRAYA

PROFESSIONAL SUMMARY

Highly technical freelance administrative assistant with 8 years of experience, in addition to 4 years of social insurance assistance experience in a corporate setting. Proficient in programming languages such as Python and VBA, an aspiring data analyst and project manager with a strong background in nursing who can offer a unique perspective and understanding of any project under the lens of healthcare. Dedicated to delivering top-quality support and assistance to clients while also utilizing advanced technology and analysis to drive continuous improvement in his services.

EXPERIENCE

Shopify Manager/Developer/Administrator

Multiple Upwork Clients
2025 (Ongoing)

I manage and develop multiple Shopify stores across various industries, including sauna equipment, van life products, and wellness shots. My responsibilities encompass store management, administration, and development, specifically:

- Product Listing Management and Administration
 - Maintained listing accuracy by adding, editing, and removing outdated products
 - Created and managed product variants
 - Configured promotional offers and discount campaigns
 - Optimized metafields, tags, and collections for improved organization
 - Integrated Shopify apps to sync inventory, enhance upsells, and enable advanced search functionality
 - Generated and analyzed weekly and monthly performance reports with data visualizations
 - Implemented basic conversion rate optimization (CRO) strategies
- Web Development and Design
 - Diagnosed and resolved broken functionalities
 - Established consistent design standards across all store pages
 - Utilized third-party templating tools (Replo) to create flexible and cohesive designs

Virtual Assistant for Homewares Business

Lure Home, Wangi Wangi, AU
2024 - Present

Lure Home is a brick-and-mortar store based in New South Wales, that also operates an online business through Shopify. My primary responsibilities as their Technical VA include:

- Automated Data Scraping
 - Developed and maintained custom scripts for automated product scraping from affiliated vendors and suppliers.
- Product Listing & Management:
 - Automated data entry and management of product listings within Shopify.
 - Successfully added thousands (~10,000) of new products to the online store since joining the company.
 - Ensured products listings are recent by scheduling scrapes.
- Process Automation & Efficiency:

- Designed and maintained bespoke automation tools to streamline ad hoc administrative processes.
- Leveraged the use of third-party tools like text expanders (BeefText) and file comparison software (WinMerge) for friction-less admin work.
- Project Management
 - Leveraged Kanbans for tracking issues and progress of tool updates.
 - Used Monday.com as a collaboration tool for both communication and progress tracking.
- Tool Versioning and Documentation
 - Established a fully client-owned GitHub account, providing them with complete control and ownership of their codebase.
 - Implemented Git workflows to the best of my self-taught knowledge, ensuring transparency, version control, and code recency.
 - Organized a well-maintained codebase.

Administrative Assistant | Business Process Automation

Brisbane Town Planning (BTP), Brisbane, AU

2017 – Present

BTP is a Brisbane-based town planning business which supports building designers and residential owners in the planning and development applications of properties. As an administrative assistant specializing on automations, my main responsibility is to ensure that everyone in the team is spending their time on high-value tasks. I achieve this by implementing automated workflows that effectively eliminate hours of daily manual work. Specifically, I:

- Perform administrative support, data entry, social media management, graphic design, research (new topics and tools), spreadsheets/reporting, and customer service
- Created a customized licensing software to safeguard client's Intellectual Properties
- Ideate and develop robotic process automations (RPA) for desktop applications that automate the following:
 - Keypresses and mouse clicks to simulate a human user
 - File renaming
 - File generation (from scratch or templates)
 - File conversion e.g. from .csv to .xls
 - Data parsing
 - Data transfer between applications e.g. from Excel to Word and vice versa
- Ideate and develop RPA for web-based solutions using Python, Selenium Webdriver and VBA that automate the following:
 - Keypresses and mouse clicks to simulate a human user interacting on the web
 - Data scraping and mining (text and images)
 - Refreshing and saving online forms that expire on a pre-defined duration
- Maintain secure, working copies of automation files using Git-based management solutions (GitHub and BitBucket)
- Support the business owner and colleagues with tasks related to the following technologies:
 - Zapier
 - Jotform, Acrobat
 - Google Suite - Sheets, Docs, Script, Drive, Workspace
 - Microsoft Office - Word, Excel, Outlook
 - Graphics Editing - Photoshop, Lightroom, Illustrator, InDesign
 - Video Editing - Premiere Pro, After Effects, DaVinci Resolve
- Collaborate with the team using TeamWork, TeamViewer, Zoom, Voxer, Email and Chat

Project Specialist | Various Engagements on Upwork

Multinational Clients

2016 – Present

I have collaborated with a diverse range of clients across various industries and nationalities, delivering high-quality outcomes tailored to the unique requirements of each project. My primary responsibility is to leverage my extensive skills in technology, design, and administrative support to enhance the efficiency and effectiveness of projects. Specifically, I:

- Developed and maintained an automated system for scraping and listing thousands of products on a Shopify store, optimizing efficiency and ensuring continuous improvements to the codebase.
- Configured and managed online course platforms (Kajabi, LearnWorlds) for an online health marketing company which focuses on affiliate marketing.
- Managed administrative and research tasks, as well as assisted with quality assurance routines for a public health consultancy business.
- Configured and fixed issues on WordPress and Shopify-based websites for an eCommerce company.
- Researched, compared, tested and configured an Applicant Tracking System (ATS) for a VA agency.
- Leveraged advanced photography and photo editing experience in meticulously sorting and selecting output of an AI photography software.
- Wrote articles on notable Filipino figures – heroes, celebrities, and artists – for an educational website.

Social Insurance Assistant | CARES (Customer Assistance, Relations and Empowerment Staff)

Philippine Health Insurance Corporation (Medicare), Cagayan de Oro City, PH

2012 – 2016

PhilHealth is a Government Owned and Controlled Corporation (GOCC) which provides health insurance coverage for all Filipinos under the mandates of the Philippines' National Health Insurance Program. As part of the pioneer batch consisting of 530 registered nurses nationwide, I:

- Served 20+ hospitals and healthcare facilities within the Philippines' Region 10 on rotation basis
- Educated members and stakeholders about updates to the national health program
- Verified benefit eligibility of patients thru the use of dedicated EMR and nationally-linked IT systems
- Assisted patients with insurance benefit availment
- Liaised between the corporation, the members, and the healthcare providers
- Conducted surveys and studies developed by the corporation
- Collated and consolidated monthly reports
- Surveilled and reported policy violations and fraudulent activities

EDUCATION

2025

GOOGLE PROJECT MANAGEMENT: PROFESSIONAL CERTIFICATE

Google | Coursera

Coursework: Agile Software Development, Planning, Process Improvement, Insurance and Risk Management, Change Management, Communications, Stakeholder Management, Strategy and Operations, Leadership and Management, Business Communication, Collaboration, Entrepreneurship, Supply Chain and Logistics

2018-2024

MASTER OF SCIENCE IN INFORMATION TECHNOLOGY

Mindanao State University – Iligan Institute of Technology

Coursework: Data Structures and Algorithms, Computer Organization and Architecture, Operating Systems, Computer Simulation and Modeling, Software Design and Methodologies, Project Management, Change Management, Digital Signal Processing, Computer Vision, Machine Learning

Thesis: “Touch Me Not”: A Cervix Uteri’s Plea for a More Objective Cervical Dilatation Measurement – Proof of Concept for a Camera-Based Cervimeter

2022

DATA ANALYTICS PROFESSIONAL CERTIFICATE

Google | Coursera

Coursework: Spreadsheet, Data Cleansing, Data Collection, Data Aggregation, Data Integrity, Data Analysis, Data Visualization (DataViz), Data Presentation, Data Ethics, R Programming, RStudio, SQL, Tableau

2007-2011

BACHELOR OF SCIENCE IN NURSING

Mindanao State University – Iligan Institute of Technology

Coursework: Medical-Surgical Nursing, Anatomy and Physiology, Community Health Nursing, Psychiatric Nursing, Public Health

Thesis: Emotional Intelligence and Illicit Drug Abuse Among Male Homosexuals in Iligan City

SKILLS AND INTERESTS

Shopify • Power BI • Tableau • Salesforce • Python • Playwright • Selenium • R • C++ • Java • VBA • SQL • Tableau • BigQuery • Spreadsheets • n8n • Zapier • Agile • Scrum • Microsoft Office • Excel • Word • Outlook • Power Point • Google Suite • Adobe Suite • Photoshop • Lightroom • Illustrator • InDesign • Acrobat • Premiere Pro • After Effects • Da Vinci Resolve • CapCut • Fusion 360 • Blender • Cura • Photography • ChatGPT • Slack • Notion • TeamWork • Coda • Obsidian • Midjourney • WordPress • Zoho • Loxo • ATS • Photo Retouching • Drones • Video Editing • 3D Modeling and Printing • Psychology • Music • Keyboards • DIYs • IOT • Administration • Technical Support • Programming • Data Visualization • Data Analytics • Database Management • Software Development • CRM • Communication • Project Management • Design and Multimedia • Automation • Workflow Management • Data Entry • Insurance Billing • Marketing

REFERENCES

PETA CHARLES

Principal Planner at Brisbane Town Planning

peta@brisbanetp.com.au

ERIK LOUWIE R. SALA

Graduate Coordinator at MSU-IIT College of Computer Studies

eriklouwe.sala@g.msuiit.edu.ph