



CONTACT

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- Dipolog City, Philippines · remote, all time zones

WHAT I DO

Operations

Multi-store ecommerce, listings, orders, suppliers, SOPs, team coordination

Marketing

Email and social campaigns, content pipelines, analytics reporting, Meta Ads, copywriting

Builds

Websites, web apps and stores, CRM set-up, workflow automation

TOOLS

Build & ecommerce

Shopify, Amazon Seller Central, WordPress, Wix, Next.js, Medusa, Stripe, Supabase, Vercel

Email & CRM

Klaviyo, GoHighLevel, Mailchimp, MailerLite, Kit, Kartra, Resend

Automation & AI

Make.com, Zapier, Monday.com, ClickUp, Claude, OpenAI, HeyGen

Design & content

Canva, Adobe Express, CapCut, OpusClip, Loomly

Analytics & leads

Meta Business Suite, Umami, Apollo.io

Hazzel May Bastida

Ecommerce Systems & Growth Partner

OPERATIONS · MARKETING · BUILDS

PROFILE

I build and run the systems a growing ecommerce business depends on. With nearly 5 years of remote experience, I run day-to-day operations for Zingo World's 15-store group, built the all-in-one platform the team works in, rebuilt seven stores on their own stack, and run the email, social and automation that bring customers back. I also founded Hazzahub, an errands app for Filipinos in places big apps don't reach.

EXPERIENCE

Ecommerce Operations & Digital Marketing Specialist

Oct 2024 - Present

Zingo World · Australia · 15-store ecommerce group · remote

- Built HQ**, the group's all-in-one operations platform: a scheduler running 43 automated jobs, a team tracker and timesheets, a content pipeline, an inbox, analytics, and every store in one login (29 services connected), automating about 40 hours of manual work a week (est.).
- Rebuilt 7 stores off Shopify on their own stack (Next.js, Medusa, Stripe), from the NookiPets pilot to Yummy Tummy in 13 days; CheeqyBabe sells in 28 countries with local prices.
- Run the social content pipeline: 121 posts and reels published for 8 brands on Facebook and Instagram, briefed, produced, checked and scheduled in HQ.
- Designed branded email systems: 14 transactional templates for each of 7 stores (orders, shipping, accounts, creators).
- Built four brand sites for Juicy Dose, including a 3D brand world, and Halloween campaign pages for NookiPets, Malinki and Yummy Tummy.
- Manage listings, orders, suppliers and customer care across Shopify, Amazon and eBay; automate repeat work with Make.com, Zapier and Monday.com.

Founder & Product Designer

2026 - Present

Hazzahub · own business · Dipolog City

- Designed and built an errands app and website: customers post an errand (buy, pay bills, queue, deliver and more) and a verified neighbour, a "Hopper", does it, with ID checks, in-app chat, hand-off codes and reviews.

Digital Marketing & Executive Virtual Assistant

Apr 2023 - Present

Freelance · Upwork, OnlineJobs.ph · clients in the US and Canada · remote

- Supported 12 ecommerce stores end to end: daily admin, client coordination and communication.
- Built websites and CRM workflows in GoHighLevel, Klaviyo and Make; ran email sequences with open rates of 36-72%.
- Built Pineapple Harbor Guesthouse's booking website, and Top-Tier Answering's AI Voice Pro service page and social.
- Produced monthly social media analytics reports for clients, including Pineapple Harbor Guesthouse (Facebook impressions 1,021 → 18,679, April to June) and Journey's Home Care.

EDUCATION

BS Secondary Education, Major in English
Philippine Advent College · 2022
Officer, Student Government (SGO, SSG)

AWARDS

Best Output Award, Email Marketing
Special Awardee, Ripple VA's Agency, 2024

Top 3, Email Marketing Expert Training
Ripple VA's Agency, 2024

Top Invaluable Agent Performer
Virtual Buddy 24/7

Leadership Award
Philippine Advent College

CERTIFICATIONS

MailerLite Websites & Landing Pages
MailerLite, 2024

Lead Collection, BFCM Emails, Klaviyo Deliverability
Sept–Oct 2024

CRP Training: Copywriting, GoHighLevel, Kartra, Email
Ripple VA's, 2024

Certified Multimedia Virtual Assistant
Pineapple VA Hub, 2025

TaskFlo VA Success; HIPAA (Home Health Care)
TaskFlo VA, 2025

Social Media Marketing; Real Estate VA
Freelance Academy, 2024

LANGUAGES

English
Fluent, professional

Filipino
Native

Full case studies and live demos on my website

EXPERIENCE, CONTINUED

Digital Marketing & Business Support Specialist May 2023 – Dec 2025
Ripple VA's Agency · Cebu City, Philippines · US clients · remote

- Ran email campaigns and automations for multiple clients: list segmentation, newsletters and performance tracking.
- Designed and updated websites with consistent branding; executive support with inbox, calendar and documents.
- Client work included launch and welcome email campaigns for Stina Leigh Practice, and a podcast website and newsletter sign-up for The Social Work Pivot.
- Special Awardee, Best Output Award in the agency's email marketing training (Top 3).

Virtual Assistant Jun 2024 – Oct 2025
TaskFlo VA · US home-care agencies · remote

- Managed social media for home-care brands: content planning, captions and performance tracking.
- Supported bookkeeping day to day; HIPAA-trained for US healthcare client data.

Multimedia Virtual Assistant Apr 2024 – Nov 2024
Pineapple VA Hub · Philippine VA team · US small businesses · remote

- Ran digital marketing campaigns and grew client social accounts; produced graphics, video and websites in Canva, CapCut and Adobe Express.

Frontier Specialist (Call Centre) Jan 2022 – Apr 2023
Virtual Buddy 24/7 · BPO · Dipolog City, Philippines

- Handled high volumes of inbound and outbound calls, qualified leads and transferred live calls to sales. Awarded Top Invaluable Agent Performer.

REFERENCES

Ricco L. Owner, Zingo World hello@hello-shop.com.au	Ripple VA's Agency Cebu City, Philippines admin@ripplevas.com
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