

Debbie Sibal

E-commerce Virtual Assistant

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Available now · Remote, full-time or part-time · US, EU and AU hours (PHT, UTC+8)



E-commerce VA who keeps online stores running: customer inbox, product listings, Shopify store work and Meta ads. Building Shopify stores since 2019 and handling support for European stores at Shogo.fr today. I work your hours and keep you updated.

Selected proof	2019 Building Shopify stores since Feb 2019 (Shopify Partner)	75–95 Support emails handled per 4-hour shift (first week at a new client)	154 Meta campaigns: €38.8K spend, 1,081 purchases (Jul 2023 – Aug 2026)	72 WPM Typing, 98% accuracy · C2 English	Day 1 Rebuilt a new client's refund/return sheet; the owner planned to implement it
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Experience

Jan 2026 – Present	Support Specialist Shogo.fr · Remote - Run the customer inbox for European e-commerce stores, including Limfae (health), in Helpwave - Answer Polish-speaking customers with localized reply templates and careful translation - Track parcels, fix delivery problems, edit order addresses in Shopify, and coordinate stuck or returned orders with the shipping team
Feb 2025 – Jan 2026	Shopify Expert Assistant / E-commerce Support ThriveEdge · Remote - Managed Shopify stores day to day: product listings, collections, SEO and store optimization - Optimized product feeds in Google Merchant Center - Handled customer support and order management - Did competitor and product research
Sep 2025 – Dec 2025	Customer Service Representative Alorica · BPO · Part-time, on-site Resolved customer inquiries within quality and handle-time targets
Jan 2022 – Aug 2025	Shopify & Content Manager Aquariums For Beginners · Remote - Ran the Shopify store for an aquarium education brand: listings, SEO and store visuals - Built the website and wrote every blog article, plus product descriptions and email newsletters
Jan 2022 – Present	Digital Content Creator & Brand Strategist Self-employed · Freelance - Designed AI product imagery and ad creatives for fashion and footwear stores (AU, DE, US) - Built and launched 154 Meta ad campaigns: €38.8K spend, 1.57M impressions, 1,081 purchases
Feb 2019 – Present	Shopify Store Builder Freelance + own stores (Shopify Partner) - Build Shopify stores for clients and my own brands: setup, theme customization, collections, apps and launch - Built small tools that speed up store work: Shopify CSV Helper (size conversion, pricing, CSV export), a product image extractor, a Chrome extension for preview links, and a product CSV translator

Skills

- Product listing and bulk CSV uploads
- Amazon listing images and A+ content
- Shopify store management (collections, SEO, themes, apps)
- Google Merchant Center feeds
- Customer support by email and order management (refunds, returns, tracking, address edits)
- Meta ad campaign setup
- AI product imagery
- Competitor and product research
- Clear written updates in Slack

Tools

Store Shopify (themes, apps, bulk CSV), Shopify admin, Google Merchant Center

Support Helpwave, Slack, Hubstaff, parcel tracking (track123), Google Workspace

Ads & creative Meta Ads Manager, Canva, CapCut, Google AI Studio, Google Flow, Claude

Tests

English C2 advanced/mastery (approx. IELTS 9)

Typing 72 WPM net, 98% accuracy

DISC Influence 32%, Dominance 27% (communicates often, pushes work to done)

Languages	English (C2) · Filipino/Tagalog (native)
Work setup	Fiber 227 Mbps + 5G WiFi backup · Intel i5, 24GB RAM, dual monitors · Headset, webcam · MacBook backup
Education	Bachelor of Business Administration, Financial Management · University of Manila · 2022 – 2026 (graduated)