

Irah Denise Gappe

EXECUTIVE ASSISTANT · OPERATIONS & REPORTING

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PROFILE

Executive assistant with 6+ years supporting founders and operations leaders, with a technical background that fits IT and service businesses. I've managed calendars, email, and communication for leadership teams, handled bookkeeping in QuickBooks and Xero, tracked operational data and metrics, and kept projects on deadline. I hold an Electronics and Communications Engineering degree and the Microsoft Azure Fundamentals (AZ-900) certification, and I work with SQL and data, so I'm comfortable with technical teams and numbers. Organised, detail-focused, and quick to spot problems before they grow.

CORE SKILLS

Operational reporting

Compiling and distributing regular and ad-hoc reports on projects, pipelines, and performance metrics.

QuickBooks & finance admin

Bookkeeping, invoicing, expense tracking, and records in QuickBooks and Xero.

Email on behalf of leaders

Writing and managing correspondence professionally and with discretion.

Technical fluency

Engineering degree, Azure certification, SQL, and years working alongside tech teams.

Data tracking

Tracking operational data, projects, and metrics with close attention to accuracy.

Calendar management

Scheduling across teams and time zones, handling conflicts, and preparing for meetings.

Documents & SOPs

Preparing documents, forms, and SOPs; organising files and records.

Proactive problem-solving

Spotting issues early and bringing a solution, not just the problem.

TOOLS

Finance: QuickBooks, Xero

Productivity: Microsoft Teams, Google Workspace (Sheets, Docs, Drive), Slack, Notion

Project tracking: ClickUp, Asana, Trello, Jira, Plane

Technical: SQL, Azure SQL, Python, HTML, CSS

CRM: HubSpot, GoHighLevel

PROFESSIONAL EXPERIENCE

Technical Operations Manager & Executive Support

Freelance · Marketing Inventors and OpTech Solutions, digital marketing agencies

- Worked directly with both founders as their executive support, alongside day-to-day responsibility for how each agency ran.
- Track client projects, owners, deadlines, and status in a shared tracker so leadership always has an up-to-date view.
- Tracked and reported pipeline results for clients: one reached 164 opportunities and \$200K+ in signed contracts, another 470 leads and 273 booked appointments.
- Turn meeting notes into tracked action items and keep a written decision log.
- Delivered 100+ technical client systems, each documented as an SOP so teams could run them without me.

General Virtual Assistant

Australian SaaS startup, NDIS sector

- Handled executive scheduling, email, and communication for the leadership team.
- Managed bookkeeping in Xero and QuickBooks: invoicing, expense tracking, and records.
- Supported admin, finance, and workflow systems across the business.
- Kept tasks aligned across ClickUp, Slack, and Teams, and maintained Notion documentation.
- Assisted with compliance processes in a regulated disability services (NDIS) environment.

Digital Marketing Specialist / Virtual Assistant

Startups · London and California

- Managed client communication and follow-ups across multiple accounts.
- Handled high-volume outreach to 1,500+ contacts per month at an 8% conversion rate.

Data Technician

Iris R&D · Ontario, Canada

- Managed and coordinated long and short-term projects as part of the QA team, working with data and internal technical applications with close attention to accuracy.
- Took a leadership role on a key project, guiding the team through to completion.

EDUCATION & CERTIFICATION

B.S. Electronics and Communications Engineering, Polytechnic University of the Philippines, Manila
GPA 1.48 on the Philippine scale (1.00 highest). Consistent Dean's Lister and President's Lister.

Microsoft Azure Fundamentals (AZ-900)

AVAILABILITY

Full-time, 40 hours per week, remote from the Philippines, available during US business hours.