HANS CHRISTIAN A. OBENA

General Virtual Assistant · Digital Operations · Website & Automation Support

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SUMMARY

General Virtual Assistant with advanced technical skills and 4+ years of agency experience in websites, digital operations, and workflow automation. Takes ownership of daily tasks and looks for faster, more cost-effective ways to get them done. Automated an agency's ad reporting with n8n and replaced a ₱200K+/year subscription, set up an AI voice agent that answers customer inquiries, and manages hosting and security for 10+ client websites. Comfortable with Google Workspace, Microsoft Office, ClickUp, Slack, and Canva. Helps busy founders, agencies, and eCommerce brands stay organized so they can focus on growing the business.

WORK EXPERIENCE

Skyrocket Studios PH, Inc. (Digital Marketing Agency) | Nov 2022 – Jul 2026

Mid-Level Developer

- Automated the agency's daily ad reporting with an n8n pipeline that pulls Meta, TikTok, and LinkedIn data into Google BigQuery, with retries and Slack alerts, replacing a ₱200K+/year Supermetrics subscription.
- Set up a Retell AI voice agent that answers service and hiring inquiries, with call data sent through Make into reports.
- Built a ClickUp-connected forms dashboard so the team could manage submissions in one place.
- Managed Shopify stores and apps such as Klaviyo and product reviews, including a Shopify Plus store.
- Built custom website features where no plugin existed, such as a Kubota Philippines dealer locator.
- Managed hosting, email deliverability (SPF/DKIM), and security for 10+ client websites, including removing a credential-stealing fake plugin.
- Built a Meta Ads connector on Google Cloud Run so the team could ask Gemini Enterprise about ad data.

DigitYza | Jun 2023 – Dec 2023

Web Developer / Web Designer (Part-time Contract)

- Maintained WordPress sites for business clients: plugin setup, responsive layouts, and load-speed improvements.
- Ran QA checks for stability and security before each client handover.

Self-employed | 2021 – Present

Freelance Web Developer

- Handle websites, integrations, and technical SEO for small-business clients.
- Built and run RunAsOne (race registration) and now offer General VA services as QovaOps.

EDUCATION

St. Paul Colleges Foundation Inc. | 2015 – 2019

Bachelor of Science in Computer Science, With Honors

Awards: Best in Web Development, Best Mobile Application

SELECTED PROJECTS

RunAsOne (runasone.ph) · Founder and Developer

- Live race-registration platform: 3 events and 244+ registrants as of October 2026.
- Handles online payments (GCash, Maya, QR Ph, card), registrant records, Excel results upload, and PDF e-certificates.
- Staff accounts with role-based access and audit logs to protect registrant data.

Claude Skills, Agents & MCP Servers

- Built Claude skills and agents that check code for security issues.
- Built MCP servers that connect AI assistants to GitHub and Firestore data.

Event RSVP App

- Invite-code access, gift-registry claiming, and an admin panel for managing guests.
- Reviewed the code for security before launch and fixed two issues, including publicly readable guest data.

OTHER PROJECTS

Shopify Stores · Builders Home, Best Kept Organizer, Issy Cosmetics

- Lead on two stores and support on one: custom store sections, product filters, and app integrations.

Custom WordPress Plugins

- A race results plugin for publishing event results, and a form submissions dashboard for managing entries in one place.

SKILLS & CERTIFICATIONS

- Office and productivity: Google Workspace, Microsoft Office, Canva
- Project management and communication: ClickUp, Slack, QA checklists, client handovers
- Workflow automation: n8n, Make, scheduled jobs, Slack alerts
- AI tools: Claude, Gemini Enterprise, Retell AI voice agents, MCP servers, AI-assisted work (Claude Code, Cursor)
- Website and eCommerce: WordPress, Shopify, technical SEO, site speed, plugin setup
- Data and reporting: Google BigQuery, Excel, dashboards, PDF reports
- Hosting and security: DigitalOcean, WHM/cPanel, Vercel, Google Cloud Run, server hardening, malware cleanup, email setup (SPF/DKIM)
- Development: Next.js, React, TypeScript, PHP, Node.js, PostgreSQL, REST APIs, webhooks
- Certifications: Google IT Support, Web Accessibility Audit, AI in Software Development, Mobile Application Development, UI and UX Design
- Languages: English, Tagalog