

PORTFOLIO VERSION

# Virtual Assistant

Marketing & Operations Support | CRM Management | Social Media  
Helping Service-Based Businesses Stay Organized & Visible



## Positioning

I support service-based businesses with marketing, operations, CRM management, social media, content, client communication, and practical workflow improvement. Tools and AI can support the process, but the main value is organized follow-through.

## Best Fit

Virtual Assistant, Marketing Assistant, Operations Support, CRM Assistant, Content Marketing Assistant, and Social Media support roles.

## Experience Base

4+ years of VA and marketing support across content, social, SEO, admin, CRM, and client communication.

**WHAT I SUPPORT**

# Marketing and operations work that needs follow-through.

This version highlights the content, social media, CRM, operations support, client communication, and systems side of my work.

**Marketing Support**

- Captions and social copy
- Google Business Posts
- Blog drafts, edits, and formatting
- Service copy and content updates
- Newsletter and campaign support

**Social Media Support**

- Instagram and Facebook content
- Content calendars and scheduling
- Canva graphics and content assets
- Basic engagement support
- TikTok audit and planning support

**Operations & CRM**

- Organizing project requests
- CRM updates and contact organization
- Creating repeatable workflows
- Documenting processes and checklists
- Research and task coordination

**Admin & Client Support**

- Email and calendar support
- Lead follow-up support
- Client communication and updates
- Data entry and spreadsheet organization
- Online research and platform updates

**WORKFLOW SUPPORT**

# Tools help the process move faster.

I use AI and research tools to work faster through first drafts, research, brainstorming, content planning, and workflow cleanup. Final work still needs brand context, editing, accuracy checks, and human judgment.

**Content Writing**

Drafting, rewriting, outlining, and improving wording before final editing.

**Brainstorming**

Generating post ideas, hooks, campaign angles, blog topics, and variations.

**Caption Creation**

Turning rough ideas or client notes into structured captions and calls to action.

**Planning**

Building content calendars, task lists, campaign outlines, and posting themes.

**Research**

Exploring topics, customer language, competitor angles, local context, and content gaps.

**Workflow Improvement**

Turning messy information into briefs, checklists, templates, and next steps.

**RELEVANT EXPERIENCE**

# The social, content, operations, and systems side of the work.

**Furnish Theory - Long Island, NY**

Supported social media, e-commerce listings, blog content, outreach, customer support, and data organization. Relevant angle: long-term VA support across content, social, admin, operations, and business data.

**Digital Ninjas - Agency**

Created and scheduled content for Meta and LinkedIn across client accounts. Supported Google Business Profile updates, blog optimization, and multi-client marketing tasks.

**Real Estate and Local Marketing Support**

Supported real estate-related marketing, listing/property content coordination, GBP content, local marketing support, blog content, CRM/contact organization, and practical business updates.

**SYSTEMS STRENGTH**

# What makes the work dependable.

Beyond individual tasks, I help bring order to marketing and operations work by organizing projects, documenting processes, communicating clearly, and learning tools quickly.

**Detail-Oriented Background**

Before fully committing to VA work, I worked in banking as a checkwriter. That helped strengthen careful review, accuracy, and attention to detail.

**Organize Projects**

Break scattered requests into priorities, tasks, calendars, and deliverables.

**Document Processes**

Create checklists, notes, templates, and workflows that make recurring tasks easier.

**Communicate Clearly**

Ask the right questions, summarize progress, and keep clients informed.

**Learn Tools Quickly**

Pick up platforms through real client work and adapt to each client stack.

**BEST FIT**

# Support for service-based businesses that need momentum.

I am a good fit for service-based businesses, agencies, real estate professionals, and remote teams that need practical help with marketing, operations, CRM, social media, client communication, organization, and workflow support.

**What I Can Own**

Content calendars, caption drafts, blog support, social scheduling, CRM updates, research, simple reporting, and marketing admin.

**How I Work**

Organized, detail-oriented, proactive, and careful about keeping client work clear and manageable.

**What I Will Not Claim**

I am not positioning myself as a senior growth lead or strategist. Tools support the work; they do not replace judgment.

**Next Step**

Send a short message about your business, team, and the kind of support you need.

**Contact**

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