

PORTFOLIO VERSION

# Virtual Assistant

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



## Positioning

I help service-based businesses stay organized and visible. My work sits across marketing and operations support, CRM management, social media, Google Business Profile, local SEO, content, reporting, admin support, and client communication.

## Experience Base

4+ years of VA and marketing support across business, real estate, agency, e-commerce, and local visibility work.

## Profile Count

10+ Google Business Profiles managed or supported across client and business accounts.

**SERVICES**

# Support I can own.

A practical mix of marketing, operations, CRM, social media, local visibility, admin, and workflow support.

**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**

- CRM updates and contact organization
- Email and calendar support
- Lead follow-up support
- Data entry and spreadsheets
- Process notes and checklists

**Visibility Support**

- Google Business Profile updates
- Local SEO and citation support
- Business details and NAP consistency
- Location-based blog content
- Simple reporting notes

**RELEVANT EXPERIENCE**

# Work across marketing, operations, CRM, social, and visibility.

**Furnish Theory - Long Island, NY**

Supported social media, e-commerce listings, blog content, outreach, customer support, and data organization. Organized SKU and company data, supported platform listings, and helped maintain marketing tasks over 2+ years.

**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.

**Energy Drink Hub - Australia**

Supported content and SEO work for an Australian employer, including blog content and business visibility tasks connected to local search needs.

**Real Estate VA Support**

Supported real estate-related marketing and administrative work, including content, social media, CRM/contact organization, listing coordination, and property marketing support.

**WORKFLOW SUPPORT**

# Tools and AI can help the process move faster.

I use AI and research tools as practical support for drafts, planning, captions, research, and workflow cleanup. Final work still needs client 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.

**SYSTEMS STRENGTH**

# The detail-oriented part of the work matters.

Beyond individual tasks, I organize projects, document processes, communicate clearly, and learn tools quickly.

**Banking Background**

Before fully committing to the VA industry, I worked in banking as a checkwriter. That experience strengthened my attention to detail, accuracy, and careful review habits.

**Organize Projects**

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

**Document Processes**

Create checklists, notes, templates, and workflows that make recurring work 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.

**TOOLS**

# Platforms I can support.

**Tools and Platforms**

- Canva, Google Workspace, Microsoft Office, Gmail, Google Calendar
- Slack, Monday.com, Trello, Notion, Taskade
- WordPress, Flodesk, Grammarly, QuillBot
- Buffini CRM, BoldTrail, GoHighLevel, MLS platforms
- Zillow, Meta Business Suite, Instagram, Facebook, TikTok, LinkedIn
- Google Business Profile, Google Search Console, Ahrefs
- ChatGPT and Gemini AI for research, planning, and workflow support

**Best Fit**

Service-based businesses, real estate professionals, agencies, and remote teams that need dependable support with marketing, operations, CRM, social media, business visibility tasks, client communication, and organized follow-through.