



KATHRYN ALEXANDER

Virtual Assistant

CONTACT

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BC, Canada
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COLLEGE EDUCATION

OFFICE ADMINISTRATION CERTIFICATE

Bow Valley College, Calgary AB

ONLINE COURSES

30 Days to VA Success
Google Analytics Training Course
SEO For Beginners
Inbound Sales
Content Marketing
Blog By Numbers

COMPUTER SKILLS

WordPress
Adobe Photoshop
Corel Video Studio
Microsoft Office Suite
Tailwind
Canva
Mail Chimp
Trello
Google (drive, doc, sheets, hangout)

ACHIEVEMENTS/ CERTIFICATES

- Braeside Community Association Volunteer certificate of appreciation
- Standard First Aid & CPR Certificate
- Child Care First Aid & CPR Certificate
- ECE Assistant Certificate
- Office Administration Certificate

ABOUT

I am a virtual assistant and social media manager. I keep up-to-date with constantly evolving technologies in email management, customer service, copywriting, social media management, and WordPress. I have experience being a social media manager, customer service manager, and some sales and marketing crm training. I love everything to do with virtual assistant work and can talk about business procedures for hours. I am excited to help assist you with your business needs!

CORE COMPETENCIES

Slack	Administrative Services
Graphic Design	Wordpress
Email Management	Social Media Management
Content Management and Writing	Website Maintenance
Zendesk Customer Support	Blog Writing
Google (drive, docs, sheets, hangout)	Customer/Client Record Filing
Zoho Sales CRM	Buffer
Adobe Suite	Camtasia

EXPERIENCE

SUBCONTRACTING

Crystal Clear OBM ~ March 2018 - Presently

- Social Media management, help with client workload, video editing, blog posting, WordPress work, Active Campaign email work, Vimeo and Youtube work, and more.

VIRTUAL ASSISTANT - SOCIAL MEDIA MANAGEMENT & WORDPRESS

3sisterswinery.com ~ April 2017 - Presently

- I do Social Media Management for their Instagram, Twitter, and Facebook. I do website work adding pages, products, inventory, wrote page content and wrote 3 blog posts.

SOCIAL MEDIA MANAGER & SALES AND MARKETING MANAGER

Almost Fearless Magazine ~ May 2017 - February 2018

- Social Media management, email management, customer service, sales and marketing, write website articles, write sales emails and create newsletters to send out to potential leads, and general admin tasks.
I use all of the following and more: Zendesk, Ontraport, Google Drive, Wordpress, Zoho sales CRM, slack, zoom, teachable, Trello, Calendly, Camtasia video editing, MeetEdgar, and Yoast SEO pro.

WORDPRESS WEBSITE DESIGN

earlco.com ~ April 2017 - July 2017

- I was hired to make a whole new WordPress website because they had a very outdated website. I re-purposed most of their old content and designed the web pages and site.