

ANNA JONES

THE VIRTUAL SECRETARY



CONTACT

- 469.667.9594
- Anna@TheVirtualSecretary.com
- www.TheVirtualSecretary.com
- Farmersville, Texas

EXPERTISE

- Office Management
- Team Management
- Project Management
- Business Systems and Automation
- Executive Assistant
- Conference/Meeting Planning
- Marketing Management
- WordPress Websites
- Desktop Publishing
- Graphics
- Customer Relationship Management
- Email Campaigns
- Newsletters
- Social Media Marketing
- Proposals/Presentations

PROFILE

Skilled Executive Assistant is seeking a position which will benefit from years of supporting high-level executives with daily operational and administrative functions. Proven track record in project management provides practical solutions to help drive business objectives. IT training and certifications add value to skillset. Excellent communication skills, personality and previous supervisor experience will assist executives in daily operations.

WORK EXPERIENCE

VIRTUAL SECRETARY

The Virtual Secretary | Allen, Texas | 1997 - Present
Virtual Executive Administrative Assistant Services

MARKETING MANAGER

The Virtual Link | Allen, Texas | 2001 - Present
Virtual Marketing Assistant Services

I opened my doors as a Virtual Assistant in 1997 offering executive administrative assistance. In 2000, after learning how to build a website for my business, I learned as much as I could about online marketing. I'm your one-stop-shop for administrative and marketing assistance!

- Contracted and provided services that were highly sought after by real estate professionals, coaches, speakers, small businesses and entrepreneurs needing assistance with marketing and administrative support.
- Design, redesign, maintain and update WordPress web sites. Ecommerce sites, membership sites and affiliate areas included.
- Consulted on SEO reviews to improve rankings in the search engines.
- Consulted, planned and post social media marketing campaigns.
- Consulted, implemented and maintained all systems and services for clients needing to communicate with their clients, vendors and sales staff. Examples of programs include, but are not limited to: MS Outlook, Salesforce, QuickBooks, GoToTraining, ConferenceCall.com and others.
- Designed various marketing tools (flyers, brochures, business cards, post cards) for clients through desktop publishing programs (such as Microsoft Publisher, Adobe Illustrator, Adobe Photoshop). Programs used to design where dependent upon clients preferred program.
- Coordinated meeting and conference planning. Developed budgets, produced meeting materials (customized PowerPoint templates, workbooks, etc.) and ensured proper audio/visual needs were in place.
- Enhanced and improved client database and customer communication technologies such as e-mail marketing programs (Aweber, Constant Contact and Infusionsoft). Consulted, designed and developed drip mail programs, scheduled delivery of e-mails which enhanced and grew marketing lists.
- Assisted clients with troubleshooting computer issues, as well as managed backups - eliminating the need to hire a computer tech.

WORK EXPERIENCE

DIRECTOR OF SALES AND MARKETING

CPTech LLC | Carrollton, Texas | Sep 2016 - Sep 2019

- Planned and implemented marketing efforts for an information technology business, including updates to their existing website, social media and SEO efforts.
- Created marketing materials; slicks, ads, online advertising pieces and various other items to improve the brand image of the company.
- Developed, launched and maintained email marketing campaigns.
- Maintained CRM database and developed automated forms to capture visitor's information and launch appropriate campaigns.
- Managed all trade shows including registration and payment of space, shipping materials and booths as well as updating and maintaining exhibit equipment.
- Purchasing manager for all marketing materials.
- Managed tickets, dispatched technicians and provided reports as requested.
- Assisted in the development of disaster recovery plans for clients.
- Managed CyberSecurity training for all users in organizations.

EXECUTIVE ASSISTANT AND MARKETING MANAGER

Blue Peak Advisors | Dallas, Texas | Oct 2015 - Apr 2016

- Managed scheduling, appointments, reporting and daily activities for one of the partners.
- Planned and implemented marketing efforts for the consulting firm, including updates to their existing website, social media and SEO efforts.
- Created marketing materials; slicks, ads, online advertising pieces and various other items to improve the brand image of the company.
- Planned, managed and executed the first annual retreat for the company for all employees and contractors for the company. Tasks included hotel contract negotiations, all meeting details and travel arrangements for attendees.
- Edited and visually enhanced current presentation efforts to provide better representation of the consulting firm's offerings and benefits of services to better explain services and audit capabilities.
- Managed all trade shows including registration and payment of space, shipping materials and booths as well as updating and maintaining exhibit equipment.
- Purchasing manager for all marketing materials.

EXECUTIVE ASSISTANT / MARKETING / IT

Law Office of Jay J. Murray, P.C. | Dallas, Texas | Nov 2014 - Aug 2015

- Planned and managed the migration to a private cloud as a virtual office solution for the law firm.
- Provided technical support to all employees, diagnosed computer issues, monitored computer processing systems, installed software and performed tests on computer equipment and programs, as well as set up new computer equipment, scheduled maintenance and backup and taught employees how to better use programs for better efficiency.
- Planned and implemented marketing efforts for the law firm, including a complete redesign of their existing website, social media and SEO efforts. Increased site visibility by 55%, increased referral traffic by 770%, increased direct traffic 524%, increased organic searches by 175% and social media referrals by 54%.
- Created marketing materials; brochures, videos, ads, online advertising pieces and various other items to improve the brand image of the company.

WORK EXPERIENCE

MANAGER, OFFICE OPERATIONS / PROJECT MANAGER

RealPage, Inc. / Compliance Depot | Carrollton, Texas / Plano, Texas | 2010 - 2013

- Coordinated day to day operations for CEO, including but not limited to scheduling, travel, weekly reports, trade shows, and client meetings.
- Executed conferences and meetings with Board of Investors as executive assistant to the CEO. Developed and assisted in preparing reports, financials and state of the company.
- Edited and visually enhanced current presentation efforts to provide better representation of the product, benefits of services and to better explain laws relating to company responsibilities of vendor compliance.
- Project management duties included overseeing the planning, implementation, and tracking of client rollouts utilizing a work plan and ensuring the successful launch of new clients. Assisted the team responsible for rolling out new clients with tracking of necessary documents, database management and reporting. Created weekly reports to review the project schedule with senior management and revised schedules as required, communicating and updating all staff involved in project activities. Reviewed the quality of the work with the project team on a regular basis to ensure that it meets the project standards. Ensured that the project deliverables were on time.
- Planned and implemented marketing efforts for a vendor compliance management company with the intent to sell the company in a 24-month timeframe.
- Enhanced existing web site and improved search engine optimization rankings allowing the company to appear in top 3 search results for all keywords requested. Improved and branded sales and marketing materials to coordinate with new web site which led to better brand recognition for the company. Reviewed current tradeshow efforts and located additional shows to provide greater exposure to the companies needing vendor compliance management.

EDUCATION

My Computer Career

IT Professional
Information Technology
2014 - 2015

Activities and Societies: - selected as a student for video interview in promoting and advertising school

CompTIA A+

Covers maintenance of PCs, laptops, tablets, and mobile devices
Dell, Intel, and Lenovo require CompTIA A+ for service techs
Recognized by the U.S. Department of Defense

CompTIA Network+

Network installation, configuration, management, and security
Required by Dell, HP, Sharp and Xerox for their networking techs
Prerequisite for IT technicians on the Apple Consultants Network

Microsoft Technology Associate (MTA)

MTA Networking Fundamentals
MTA Security Fundamentals
MTA Windows Server Administration Fundamentals
MTA Windows Operating System Fundamentals

Microsoft Certified Technology Specialist (MCTS)

MCTS Windows 7
MCTS Windows Server 2008 Network Infrastructure
MCTS Windows Server 2008 Active Directory

Microsoft Certified Solutions Associate (MCSA)

MCSA Windows Server 2008