



**APRYLL WILLIAMS**

VIRTUAL ASSOCIATE



*I am a Virtual Associate with over 7 years of experience, working in Social Media Management and Content Creation. My core areas are Search Engine Optimisation, Keyword Research, Brand Awareness and Graphic Design.*

## **SPECIALIZATIONS**

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- Social Media Management
- Search Engine Optimisation
- Video and Photo editing
- Canva Graphic Design

## **WORK EXPERIENCE**

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### **Social Media Management**

2014 TO 2021

- Keyword research and copywriting for Search Engine Optimisation to generate discovery from search done by target audience. Studied and researched customers' need in order to know how to reach them.
- Directed, filmed and edited videos of Tutorials or General Information to generate customer interest using the softwares PowerDirector and iMovie.
- Used in content scheduling apps such as Planoly and Later to streamline consistency of content being published.
- Expert in Canva Graphic Design and Adobe Photoshop editing.
- Managed audience engagement by ensuring that customers could relate to content and participate in any feedback.

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## **EDUCATION**

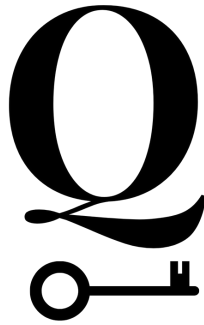
### **BACKGROUND**

#### **University Pontifica de Comillas, Madrid**

SPECIALIST IN METHODOLOGY AND EVALUATION OF TEACHING AND LEARNING ENGLISH IN THE CLASSROOM, CLASS OF 2023

#### **University of the West Indies, Mona**

DOCTOR OF DENTAL SURGERY, CLASS OF 2017



**Dear Mr. Richards,**

A letterhead is the heading at the top of a sheet of letter paper (stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern.

The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading. Many companies and individuals prefer to create a letterhead template in a word processor or other software application. This generally includes the same information as pre-printed stationery but without the additional costs involved.

Letterhead can then be printed on stationery (or plain paper) as needed on a local output device or sent electronically. That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern.

This generally includes the same information as pre-printed stationery but without the additional costs involved.

Sincerely,

**Lisa Montgomery**  
**Secretary**