



# MELISSA ALLEN

VIRTUAL ASSOCIATE



*I am a dedicated and resourceful virtual associate with 6 years of experience in various industries. I am known for my ability to deliver exceptional results, strong servant-leadership and communication skills, as well as my talent for establishing positive and meaningful relationships with colleagues and clients.*

## SPECIALIZATIONS

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- Executive-level Administrative Support
- ClickUp Expert
- Client Management and Retention
- Procore Project Management Certified

## WORK EXPERIENCE

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### Administrative Support

2018 TO PRESENT

- Implement project management tools which resulted in a 35% increase in productivity.
- Manage complex calendars, schedule appointments, handle email inboxes, book accommodations, and make travel arrangements for busy CEOs and Executives.
- Create and send out 60-100 invoices daily to different vendors.

### Client Management

2018 TO PRESENT

- Establish and maintain strong relationships with the company's vendors, as well as consistently meeting the monthly goal of 85% customer satisfaction.
- Manage client database of over 200 clients using Google Sheets, Microsoft Excel and Ariba.
- Manage client relationships through phone calls, email, and text messages to understand their needs and how best to serve them.

### Marketing and Communications

2022 TO PRESENT

- Implement marketing strategies to increase brand visibility, increasing brand reach by 33%.
- Collaborate with staff and administration on marketing campaigns.
- Contribute to the design of marketing materials like emails, ads, and flyers using software like Canva and Unlayer.

## SOFTWARE TOOLS

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|--------------------|--------------|--------------|
| • Google Workspace | • Ariba      | • Calendly   |
| • Procore          | • Vonage     | • Dropbox    |
| • ClickUp          | • Canva      | • Zoom       |
| • Hubstaff         | • Indeed     | • QuickBooks |
| • Microsoft Office | • Smartsheet | • Unlayer    |

## EDUCATION BACKGROUND

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### The University of the West Indies, Mona

Bachelors of Science (Management Studies and Accounting)