



# RACHEL WAGLISON

VIRTUAL ASSOCIATE



*With a commitment to integrity and excellence, I bring over 4 years of experience, working in various industries around the globe. I have a passion for all things admin and client experience along with a proven track record of providing high-quality service.*

## SPECIALIZATIONS

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- Executive-Level Administrative Support
- Client Management
- Blog/Website Maintenance and Funnel Creation
- Marketing and Communications
- Content Creation, Research, Copywriting and Proofreading

## WORK EXPERIENCE

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### Administrative Support

2020 TO PRESENT

- Facilitated over 200 weekly team meetings with the CEO along with handling daily communications and team check-ins.
- Coordinated webinar launch of products and services with over 100 attendees, thereby generating \$30,000 in revenue.
- Aided in hiring, onboarding, and training 4 interns and 3 new team members of a startup company.
- Collaborated in creating and improving 10 SOPs, increasing the company's efficacy and accuracy by 30%.
- Managed the email inbox of a busy CEO, responding to over 40 emails per day.
- Organized the calendar of a busy CEO, creating and prioritizing over 30 meetings in a week and 5 events in a month.
- Managed a website with over 500,000 impressions and 30,000 visitors per month.
- Designed and implemented email workflows using Gohighlevel, which involved testing and optimizing email templates, achieving an email with a 97% open rate and 80% clicked rate.
- Contributed to marketing strategies, content creation, and proofreading for websites, blogs, landing pages, social media, email newsletters, and online courses.

### Client Success Manager and Customer Support

2020 TO 2022

- Led a team of 3 Client Success Associates to achieve a 90% client satisfaction rating.
- Defined the Client Experience and budget, cutting down the cost by 20% while ensuring the continuation and enhancements of services.
- Managed the client's community/membership group with over 50 members with a 90% engagement rate.
- Worked closely with the product delivery, sales, and marketing departments to create products that are aligned with the needs of the clients.

## SOFTWARE TOOLS

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|------------------------|---------------|-------------|
| • Google Suite         | • Smartsuite  | • Asana     |
| • Calendly             | • GoHighlevel | • Trello    |
| • Ring Central         | • Canva       | • Zoom      |
| • WordPress            | • Shopify     | • Thinkific |
| • Microsoft Office 365 | • ClickUp     | • Slack     |
| • Active Campaign      | • Tailwind    | • Pinterest |

## EDUCATION BACKGROUND

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### Saint Louis University

Bachelor in Arts and Communication (UnderGrad)