

# Clare Johnson



## Marketing & Admin Services Portfolio

# Welcome

If you're searching for an Executive Assistant Rockstar with online marketing skills included, then look no further!

Hi, I'm Clare and I have 15+ years experience working as an Executive Assistant at CEO level. In addition, I have internet marketing skills, including WordPress, managing social media, SEO, project management, website building, content marketing, list building, landing page creation, ebook cover design etc.

I'm a native English speaker, confident and focused with excellent written and verbal communication skills. I manage my time effectively and can work under pressure. I have a flexible attitude with all work undertaken and I'm committed to do whatever it takes to get the job done. I have the patience of a saint!

## **My Mission**

My mission to achieve ultimate success by helping other people to reach their goals.... that's my mission.

*Clare Johnson*



# What to Expect

Top class work with 100% commitment to your project.

I maintain a high standard of integrity and confidentiality when handling sensitive information. I have fast and accurate typing speeds for preparing correspondence and documentation with high attention to detail.

I work from home 7 days a week and with no commitments, I have the freedom to be able to assist whenever you need help.

# Range of Services

## ADMIN & MARKETING ASSISTANCE

- Typing/dictation/transcription - 72wpm+ with accuracy;
- Email management;
- Creating, formatting, editing documents;
- Proofread and edit documents (high attention to detail skills);
- Assemble reports;
- Setup projects in your CRM (project management system);
- Add contacts to CRM;
- Organising your 'to-do-list' and schedule;
- Conduct in-depth research;
- Create processes for increased production;

## **ADMIN & MARKETING ASSISTANCE (contd)**

- Arranging meetings;
- Client liaison;
- Arranging events;
- Optin page creation, including funnel building;
- Email follow-ups;
- Arranging travel/accommodation;
- Invoicing;
- Help to recruit employees;
- Handle file management;
- Cloud storage management and organisation;
- Social media management;
- Blog publishing management;
- Creating online forms.

## **CREATIVE/DESIGN SERVICES**

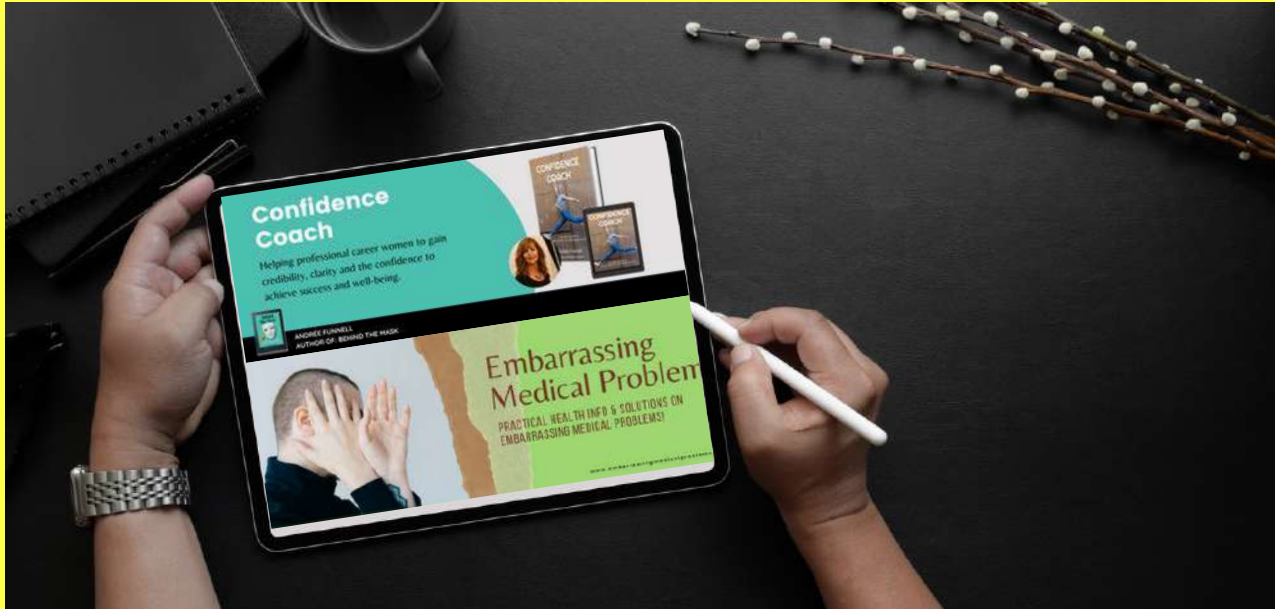
- Ebook creation;
- Ebook cover design;
- Ebook publishing assistance for Amazon Kindle;
- Social media headers, website headers, social media posts;
- Design presentations;
- Creation of online forms;
- Logos;
- Any other type of graphic work not covered, please enquire.

## VIDEO AND WEBSITE SERVICES

- Website creation;
- Website content updates;
- Website content - SEO optimising content;
- Check website content, including making recommendations to improve;
- Keyword research;
- Website maintenance - backup, plugin & WordPress updates (critical to avoid hacking);
- Proofread website content (high attention to detail skills);
- Managing customer support helpdesk;
- Video production - intros/outros, promotional videos for different social media platforms
- Create compelling proposals showcasing your product/service for client to sign (with accompanying personalised video) (Video Proposal example below);
- Video SEO optimisation;
- Management of video channels.

# Recent Work

## Website Headers



## WordPress Installation



## Landing Page Design



# Client Testimonials

**"Clare was a professional at all times. She asked for clarity to understand the task and completed everything requested."**

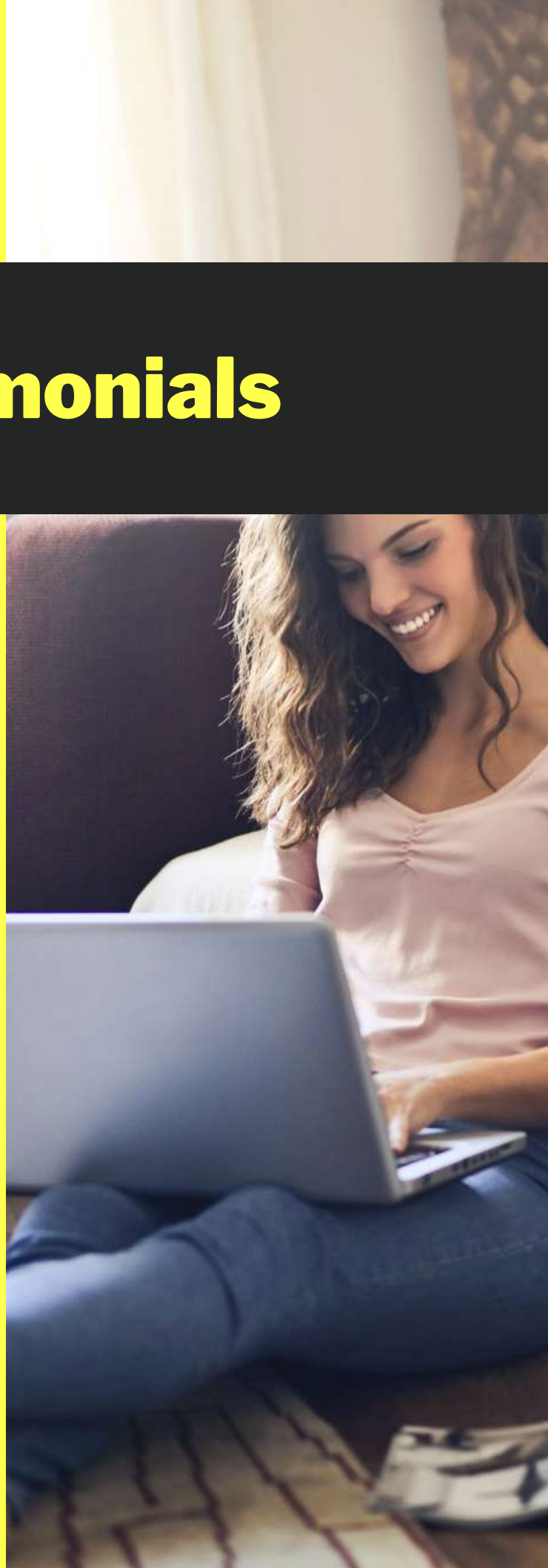
Upwork Client

**"Clare was a true pro and a joy to work with. Kind, competent and exceeded our high expectations. She is a keeper!"**

Upwork Client

**"Clare is friendly, honest and diligent."**

Upwork Client



# Client Testimonials

**"Clare has been a lifesaver in helping with organisation of my busy life! She is always ready for any task and I would highly recommend her as an assistant."**

*Alex Hynes, Bondi Vet*

**"Clare delivered great work on this project and I enjoyed working with her. Her communication skills were top-notch, she met all deadlines, and her skills were exceptionally strong. She was more like a partner and not like a contractor. It was great to get wonderful feedback from clients that dealt with Clare, I highly recommend Clare and I do hope to work with her in the future."**

*Adam Ahmed*





# Client Testimonials

**"If you are looking for a VA that is detail-oriented, hardworking, committed and positive, you need look no further than Clare. She is skilled in email communications and outreach, research and general admin work. The only reason I stopped our work is that with the nature of my agency we needed a local assistant."**

*Jasmine Sandler*



# Client Testimonials

**"Clare is a superb professional who was an invaluable asset to this project. Not only did she produce timely, flawless work deliverables under intense timelines and pressure, but her patience, knowledge, enthusiasm to assist and excellent communication skills helped calm me and build my confidence by organizing and prioritizing the project- getting me focused on successful completion. It's a privilege to recommend her and I look forward to working with her in the future. With gratitude, Lindsay"**

*Lindsay*



# Applications I Use

## Communications

- ActiveCampaign
- Aweber
- Constant Contact
- GetResponse
- Gmail
- Hotmail
- Kajabi
- Mailchimp
- Mailerlite
- Skype
- Zendesk
- Zoom

## Landing Page Builders

- Clickfunnels
- Leadpages
- Kajabi
- ActiveCampaign

## Design

- Canva
- Gimp
- Photoshop (intermediate)

## Document management Systems

- Dropbox
- Google Drive
- OneDrive
- SharePoint

## Microsoft/Google Docs

- Microsoft Online (Office 365)
- Microsoft Outlook
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Teams
- Microsoft Word
- Google Docs/Sheets/Calendar/Hangouts etc

# Applications I Use

## Project Management/CRM Tools

- Asana
- Basecamp
- Click-up
- Dubsado
- HubSpot
- Monday.com
- Pipedrive
- Slack
- Smartsheet
- TeamWork
- Trello
- Zoho

## Video Tools

- YouTube
- Vimeo
- DotComPal
- Tons of bespoke platforms

## Social Media

- Buffer
- Facebook
- Hootsuite
- Instagram
- Later
- LinkedIn
- MeetEdgar
- Pinterest
- PostPlanner
- SocialBee
- TikTok
- Twitter

## Website

- Google Analytics
- Squarespace
- Wix
- WordPress
- Webflow
- Shopify

# Are we right for each other?

## PLEASE CHECK ALL THAT APPLY:

- My company needs to reduce office labor cost. We can't afford another full-time staff member.
- Are you overwhelmed by your current workload and feel like drowning in a mess of appointments?
- Have you worked with a virtual assistant before?
- You need something done for your business that you don't have the skills to do yourself.
- You want to use your time to be more productive but need to decrease your stress levels.
- Are you ready to hire a Virtual Assistant?

Worry about tedious daily tasks no more! Your partner towards business success is here.

My mission is to provide remote and trusted business support to small businesses, sole traders and entrepreneurs. This in turn will give you more time to focus on what is most important - growing your business.

I can give you the assistance you need, right when you need it.

Let's talk about how I can help you be the best version of you!





# What You'll Receive From Me

**01.**

## **DIVERSE SKILL SETS**

I've been doing this job for a long time, so I believe I am capable of performing different tasks for you. With excellent communication skills and the right tech at hand, I'm by your side making an impact even if you can't see me.

**02.**

## **CUSTOMIZED SERVICES**

If you are looking for help in doing some of your business processes, you've come to the right place. I provide customized virtual assistant services that you can maximize based on the needs of your business..

**03.**

## **WIDE-RANGE OF VALUABLE SERVICES**

Catering for the needs of your business is my goal, which is why I offer a variety of virtual assistant services that includes admin tasks, creative projects, technical support, and many more to help make your business grow.

**04.**

## **SAVE MONEY**

I can save you money by improving efficiency and providing cost-effective support as and when you need it.

**05.**

## **SAVE TIME**

I can save you time by completing administrative duties from my remote office. When you delegate your repetitive tasks, you'll have more time to close sales and increase your revenue.

# Frequently Asked Questions

01.

**Q: What does a virtual assistant do?**

A: A virtual assistant provides various services to entrepreneurs or businesses from a remote location. From digital marketing tasks, scheduling appointments and managing events to personal errands - I'm here to help lighten your load.

02.

**Q: I am worried about confidentiality, how can you reassure me?**

A: I am more than happy to sign a confidentiality agreement if required.

03.

**Q: What software do Virtual Assistants use?**

A: Please refer to pages 10 & 11 for a list of platforms I have had experience with. Virtual assistants use Google Apps and/or the Microsoft Office suite to provide their remote admin services. These tools are comprehensive, intuitive, and make collaborations very easy.

04.

**Q: When is the right time to hire a virtual assistant?**

A: The right time to hire a virtual assistant is now.

You need a virtual assistant when you are:

- overwhelmed with the current workload;
- you have more paperwork you can handle;
- you're on a budget to hire another employee;
- you need an expert on some areas of your business;
- you want to become more productive;
- you want to minimize your work-related stress and MOST IMPORTANTLY;
- you want to spend **quality time with your loved ones.**

05.

**Q: How much does it cost you to hire a virtual assistant?**

A: The cost of a virtual assistant varies depending on the job description, the expertise you need and other factors. Small businesses and startups prefer to hire a virtual assistant to reduce their operating costs. Instead of hiring new staff, spend money on training them and equipping a new office, it is wise to hire a virtual assistant. A VA can perform the same tasks as your full-time staff with equivalent skills and expertise at a lower cost.



**Ready To Get  
Started?**

**LET'S WORK TOGETHER**

**Call: 0481 551 609**