

# AMBER ROSE

EXECUTIVE ASSISTANT

## CONTACT

- 415.484.5379
- amber@thefreelanceassistant.com
- amber.journoportfolio.com
- linkedin.com/in/amberroseprofessional

## EXECUTIVE SUPPORT SKILLS

Project & Document Management

C-level Correspondence

Financial Tracking & Reporting

Retreat & Fundraising Event Planning

Extensive Research & Data Collection

Establish or Revise SOP's & Manuals

## MARKETING EXPERTISE

Content Development & Management

Social Media Management & Marketing

Sales Funnels Expertise

Graphic Design

SEO

## PROFILE INFORMATION

With nearly twenty years of experience as an online professional contractor, I've enthusiastically contributed to business growth with efficacious software and project management systems. I pride myself on delivering innovative ideas and solutions while proactively adding value at every opportunity.

## CURRICULUM VITAE

### PROJECT MANAGER TO CHIEF EXECUTIVE OFFICER

Author & Speaker Kristine Carlson

- Executive Assistance
- Project Management
- Online Automations Support
- Social Media Marketing & Management
- Email Marketing Management
- Backend Retreat Marketing & Management
- Book Launch Support
- Publicity Calendar Organization & Promotion

### SOCIAL MEDIA COORDINATOR

Congregation Beth El -- www.betheltx.org

- Executive Assistance
- Branding Consultant
- Social Media Marketing & Management
- Website Management
- Template(s) Content Creation
- Email List Management
- Newsletter Content Creation
- Marketing Consultant Services
- Ad Hoc Content & Flyer Creation

### SOCIAL MEDIA COORDINATOR

StarYouAreBook.com

- Executive Assistance
- Branding Consultant
- Social Media Management
- Template(s) Content Creation
- Website Development
- Newsletter Development & Management
- Marketing Consultant Services

### BRANDING & AUTOMATION CONSULTANT | DIGITAL MARKETING

Dr. Melanie Denton Dombrowski | Eye School with Dr. D!

- Executive Assistance
- Youtube Branding Consultant
- Youtube Channel SEO & Management
- Template(s) Content Creation
- Email List Automation and Setup
- Marketing Consultant Services
- Sales Funnels Consultation & Content Creation

### DIGITAL MARKETING CONSULTANT

Author & Spirit Translator Diana Cole

- Convert Kit & Email List Management
- Executive Assistance
- Website and Blog Management
- Social Media Management
- Marketing Consultant Services
- Online Course Consultation & Content Creation

## MY REFERENCES

**KRISTINE CARLSON**  
Author, Speaker, CEO  
415.316.4286

**MICHELLE RENFROW**  
Youth Director at CBE  
832.607.3673

**DR. JEANMARIE LIKAR**  
Illustrator, *The Star You Are*  
914.282.2298

# AMBER ROSE

EXECUTIVE ASSISTANT

## RESUME DETAILS

## CONTINUED

## EXECUTIVE SUPPORT SKILLS

Office Management

Support Email Management

Travel Arrangements

Analysis & Reporting

Team Recruiting, Hiring & Training

CRM Data Management

## MARKETING EXPERTISE

Wordpress, Wix & Squarespace

Leadpages & Optimizely

Photo Editing & Ad Creation

CRM Software Expertise

Retreat Development & Management

Project Management

Campaign Strategy

SEO Research & Optimization

Content & Course Generation

Convert Kit, Active Campaign, Constant Contact & Mailchimp

## EXECUTIVE EXPERTISE

Recognized for communicating effectively at diverse levels and acting as a liaison between managers, employees, vendors, suppliers, customers, and the CEO. Adept at making and delivering compelling presentations and highly proficient in MS office suite, executive calendar keeping, and known for providing discrete and confidential administrative support to executives.

## MARKETING PROFICIENCIES

Purposeful and knowledgeable marketing professional with extensive tenure bringing ideas from concept to market; while building platforms and launch planning wire-frames. Specialization in content mapping, brand clarification, and understanding ongoing market scenarios and trends utilizing analytics, data, and metrics to design strategies.

## HISTORY OF TASKS & SERVICES

- Project Wire-frames & Content Mapping
- Book, Product, and Online Course Launch Support
- Online Course Consultation & Content Creation
- Membership Program Development
- Marketing Strategy Development & Consultation
- Content Marketing Development and Management
- Publicity Calendar Organization & Promotion
- Retreat Marketing Strategy Development
- Retreat Consultation & Sales-page Builds
- Email List Strategy Development and Management
- Website and Blog Management
- Website Build & Webmaster
- Executive Assistance & Team Management
- Coordinate Calendars of Senior Staff
- Make Travel Arrangements of Senior Staff
- Schedule Appointments, Sales Calls, and Business Meetings
- Research & Negotiate Terms with Resorts, Vendors, Caterers and Providers for Special Events or Retreats
- Point of Contact Between Executives, Employees, Vendors, Suppliers, Customers, End-users & Clients
- Generate Reports & Update Internal Databases
- Market Research, Identify Trends and Business Opportunities
- Developing and Implementing Digital Marketing Strategies
- Generate & Deliver Marketing Campaigns According to Budget
- Oversee Ongoing White-hat SEO Tasks & Content Management
- Keyword Research & SEO Strategy Development & Management
- Competitive SEO Research & Analysis

## MORE REFERENCES

**ELISA MUELLER**

Author, *The Star You Are*  
516.551.8401

**DIANA COLE**

dianacole.com  
925.285.2106

**CHRISTINA HUGHES**

bigfatpregnancy.com  
425.312.6433