



# AMBER ROSE

EXECUTIVE VIRTUAL ASSISTANT &  
DIGITAL CONTENT STRATEGIST

## Professional Summary

Strategic Executive Virtual Assistant, Project Manager, and Content Strategist helping leaders streamline operations, grow brands, and drive results. I deliver proactive support, creative solutions, and high-impact marketing that turns ideas into action.

## EXPERIENCE

### PROJECT MANAGER & EXECUTIVE VIRTUAL ASSISTANT TO CEO

Kristine Carlson Enterprises | NYT Best Selling Author & Speaker

**April 2018 – Present | Remote**






- **Executive & Strategic Support:** High-level executive assistance including calendar, inbox, travel, and team coordination with a proactive, solution-oriented approach.
- **Project & Operations Management:** End-to-end oversight of digital projects, launches, and backend retreat management using agile methods and workflow optimization tools.
- **Marketing Automation & Funnels:** Build and optimize email marketing flows, lead magnets, and sales funnels via ConvertKit.
- **Content & Community Marketing:** Plan, create, and manage social media campaigns, branded content, and online communities to grow and engage audiences across platforms.
- **Newsletter & Retreat Strategy & Coordination:** Schedule, and analyze email campaigns to boost engagement, retention, and conversions. Manage logistics and backend systems for retreats, course launches, and book launches.

### EXECUTIVE VIRTUAL ASSISTANT & DIGITAL MARKETING STRATEGIST

Dr. Paul Zeitz | Activist, Author & Speaker

**November 2023 – Present | Remote**

- Provide high-level executive support and digital operations coordination.
- Manage multi-platform social media presence, content calendars, and audience engagement.
- Create and implement branded content (graphics, copy, templates) for web, email, and social.
- Oversee website updates, newsletter development, and campaign deployment.
- Support book launches and event marketing with coordinated publicity and promotional strategy.

-  415.484.5379
-  [amber@thefreelanceassistant.com](mailto:amber@thefreelanceassistant.com)
-  Remote Professional
-  My Portfolio
-  Find Me on LinkedIn

## CORE SKILLS

- Executive Operations
- Digital Project Management
- Content Creation & Copywriting
- Graphic Design & Branding
- Video Production & Editing
- Email & Marketing Automation
- Website Management & Development
- CRM Administration
- Data-Driven Marketing Strategy
- Time Management, Task Prioritization & Productivity Optimization
- Social Media Strategy, Content Calendars & Community Engagement
- Leadership, Collaboration & Team Coordination
- Critical Thinking, Decision-Making & Problem-Solving
- Creative Campaign Planning & Publicity Calendar Management