

Julienne



Website Content Manager, Virtual Assistant, Digital Marketer & SEO, Content Writer, Customer Service Representative

Professional Profile

A highly experienced virtual assistant and digital marketing specialist with a strong focus on SEO, website content management, content creation, and customer service. I have worked across a range of industries, managing websites, optimizing search performance, and providing exceptional client support. I believe that hard and soft skills are **both** important in bringing success to any project I take on. This is why I am **consistently** looking forward to learning, **always** more than willing to communicate, cooperate, and compromise to promote teamwork, and committed to fostering inclusive, productive work environments. With my diverse skill set and passion for efficiency, I sincerely believe that I can bring value to any team, given the chance.

Core Skills

Hard Skills

- Content Writing
- Website Content Management System
- Search Engine Optimization
- Social Media Management
- Customer/Client Communication
- Email Marketing
- Virtual Assistance
- Data Entry
- File Retrieval and Management
- Report Creation

Soft Skills

- Communication Skills
 - Teamwork and Collaboration
 - Problem-Solving
 - Adaptability
 - Emotional Intelligence
 - Time Management
 - Critical Thinking
 - Leadership
 - Conflict Resolution
 - Networking Skill
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Contact Information



Career Summary

Most recent to oldest

| Website Content Manager, Digital Marketing and SEO Assistant, Virtual Assistant

October 2019 - October 2024

Key Responsibilities

- Website Content Management
 - WordPress
 - Elementor
 - Shopify
 - Quality Assurance
- Encoding and Data Entry
- Digital Marketing
 - Content Marketing
 - Content Writing
 - Blog Topic Research
 - Backlinking
 - Social Media Marketing
 - Social Media Content Management (Content Creation and Scheduling)
 - Meta Business Manager
 - SEO
 - Google Search Console
 - Google Analytics 4
 - Backlinks Audit
 - On-Page Optimization
 - Keyword Research and Optimization
 - Meta Tags and Description
 - Content Quality and User Experience
 - Internal Linking
 - Image Alt Text Optimization
 - Backlinking
 - SEMrush
 - SEO Site Audit
 - Identifying and Fixing Website Errors
 - Local SEO
 - Managing and Updating Listings
 - Review Writing
 - Email Marketing

- Klaviyo
 - Active Campaign
 - Survey Monkey
 - Video Marketing
 - YouTube
 - Reports
 - Creating Social Media and SEO Reports (With the help of tools like SEMrush, GA4, Meta Business Manager, etc.)
 - Retrieving receipts for paid ads (Meta, Google Ads)
 - Client Communication
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| SEO and Social Media Manager

June 2018- March 2019

Key Responsibilities:

- Social Media Marketing
 - Social Media Content Creation, Research, Curation, Posting and Scheduling
 - Community Management
 - Engaging with followers by responding to comments, messages, and customer inquiries in a timely and helpful manner. Fostering positive relationships with the audience.
 - Blog Research and Writing
 - Search Engine Optimization
 - Local SEO
 - Listing Management
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| Data Retrieval for Health Insurance Companies

November 2017- May 2018

Retrieving medical records on behalf of major insurance companies in the United States

Virtual Assistant

Key Responsibilities

- Retrieving medical documents from hospitals, doctors, clinics, and other medical service providers
- Following up on deadlines
- Retrieving vital information like phone numbers, emails, mailing addresses of providers
- Verifying doctors and providers in specified locations
- Ensuring that medical providers are compliant with the Healthcare Effectiveness Data and Information Set (HEDIS) of the United States Government
- Reporting hospitals and other medical providers if found to be non-compliant

Quality Control and Customer Service Representative

Key Responsibilities

- Passing and failing documents based on the quality standards and the timeline required by major insurance companies in the United States.
- Sending orders back to the callers/file retrievers for those with insufficient/substandard medical records
- Client liaison
- Resolving issues forwarded by “caller” agents

| **Virtual Assistant**

October 2017

Managing vacation rental properties.

Key Responsibilities

- Syncing and updating calendars
- Updating room availabilities
- Responding to inquiries
- Complaints and escalations handling
- Inputting reservations into the system
- Generating invoice
- Assisting guests during check-in and check-out
- Inventory
- Blocking dates on the master calendar
- Client liaison
- Providing call logs and daily reports of transactions and important updates
- Screening potential guests

| Sales Representative for a UK-Based Ink company

August 2017

Key Responsibilities

- Cold Calling
- Selling Ink to B2B customers

| Technical Support Representative for a US-based Cable TV Service Provider

February- May 2017

Providing step-by-step technical instructions as a Technical Service Representative

- Providing technical instructions and solutions to customers
- Troubleshooting
- Assisting in setting up equipment
- Programming devices
- Explaining bills
- Up-selling Protection Plan for devices
- Complaint and escalations handling
- Adding programs and services to a customer's account
- Scheduling a technician's visit
- Updating information on customer's account
- Providing basic service information
- Ordering equipment and devices for the customer
- Continuing and discontinuing services
- Refunding and bill reduction
- Promoting new and ongoing services