

BREEANA RENEE

VIRTUAL ASSISTANT | SQUARESPACE DESIGNER

PROFESSIONAL SUMMARY

Hello! I am a Virtual Assistant that specializes in Digital Marketing, General Administration, and Travel Management. I am here to help busy entrepreneurs expand their brands!

EXPERIENCE

May 2023

Website Re-Design, Sway Dance Center

- Overhauled Sway Dance Center's website, transitioning it from a text-heavy, outdated platform to a **user-friendly, visually appealing site** using Squarespace.
- Enhanced aesthetics, streamlined navigation, and organized content to elevate the overall user experience.
- Skillfully **integrated a captivating photo gallery** to showcase the studio's activities and achievements.
- Implemented seamless **social media integration**, fostering engagement and expanding the studio's online presence.
- Effectively highlighted the studio's professionalism and lively spirit, demonstrating **expertise in Squarespace web design**.

December 2022-Present

Virtual Assistant, Quoise Marketing

- Develop **engaging and relevant content** to enhance the online presence and brand image of clients.
- Expertly schedule posts across various social media platforms to ensure consistent and **strategic outreach**.
- Plan and create detailed monthly content calendars, ensuring a well-structured and cohesive social media strategy.
- Implement effective **lead-generation** strategies to grow the client's customer base and increase conversions.
- Create **eye-catching graphics** and visuals that align with branding guidelines, enhancing the overall visual appeal of social media content.

October 2022-Present

Social Media Manager, The Dancing Queen

- **Craft and edit captivating content** specifically tailored for The Dancing Queen's Instagram page, ensuring it resonates with the target audience and aligns with the brand's image.
- Actively engage with followers by responding to comments, messages, and facilitating meaningful interactions to foster a loyal online community.
- **Skillfully edit YouTube videos** and transform them into short-form, attention-grabbing clips optimized for social media platforms.
- Develop and maintain a **well-organized content schedule**, ensuring a consistent and strategic flow of content that keeps the audience engaged and informed.

August 2021- Present

Social Media Manager, Sway Dance Center

- Created a social media marketing strategy to target the desired audience and increase enrollment for dance classes and private lessons
- Created and managed content to increase engagement on **Facebook by 43% and on Instagram by over 100%** within the first three months
- Managed ads for student enrollment and transcribed analytics and statistics to monitor return on investment
- **Scheduled meetings** to discuss progress/analytics and adjust strategy for improvements



CONTACT INFO

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Dallas, Texas

EDUCATION

BACHELORS IN EMERGENCY
ADMINISTRATION AND DISASTER PLANNING
MINOR IN SOCIAL SCIENCES

University of North Texas | 2016-2020
3.36 GPA

Postgraduate Certificate | Foundations of Digital
Marketing and e-Commerce

CORE COMPETENCIES

- Microsoft Office, Google Suite
- Canva, Slack, Hootsuite, Buffer, Harvest, Asana
- SEO, Funnel Marketing, C2B, B2B, B2C, C2C
- Strong networking and communication skills
- Onboarding new clients
- Proactive, initiative, creative and engaged