RICHELLE ABRAHAM

Virtual Assistant | Administrative & Marketing Specialist | Operations Supervisor
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PROFESSIONAL SUMMARY

Results-oriented Virtual Assistant and Operations Professional with 16+ years of experience supporting US-based clients and organizations across operations management, administration, customer service, marketing, and remote business support. Strong background in team leadership, workflow optimization, client relations, marketing coordination, and technical support — highly adaptable and comfortable managing multiple priorities independently in fast-paced remote environments.

CORE SKILLS

- Executive & Administrative Support
- Inbox & Calendar Management
- Team Leadership & Supervision
- Operations Management
- Event & Meeting Coordination
- Email Marketing & Campaign Mgmt.
- Social Media & Marketing Support
- CRM & Membership Administration
- Data Entry, Cleanup & Reporting
- Video & Digital Content Management
- Canva Design & Marketing Materials
- Client Relationship Management
- Workflow & Process Improvement
- SOP Development & Documentation
- Technical Support & Troubleshooting
- Billing & Financial Administration
- Training, Coaching & SME Support
- Conflict Resolution & Problem Solving

TECHNICAL PROFICIENCY

Microsoft & Productivity: Excel, Word, PowerPoint, Outlook, Teams, Power BI
Google Workspace: Gmail, Drive, Docs, Sheets, Calendar
CRM & Business Systems: Salesforce, GoHighLevel (GHL), REI BlackBook, PROS, Metabase, Kimai
Marketing & Design: Canva / Canva Pro, Email Marketing Platforms, Social Media Tools
Video & Communications: Zoom, Vimeo, Otter.ai, CloudCall, KrispCall, TextNow, CallFire, RocketChat, Skype

PROFESSIONAL EXPERIENCE

Virtual Assistant | Administrative & Marketing Specialist
2024 – Present

US-Based Real Estate Organization

- Provide direct administrative and operational support to the Executive Director, including calendar management, meeting coordination, and daily task management.
- Coordinate and promote real estate events, workshops, and monthly meetings from planning through post-event activities, managing registrations through PROS.
- Create and schedule email campaigns and marketing materials using Canva and GoHighLevel (GHL); led the transition from Constant Contact to GHL.
- Maintain and clean membership/contact databases and build Excel tracking systems for outreach, membership, and reporting.
- Manage Zoom recordings and Vimeo video content; develop and maintain SOPs for recurring admin, marketing, and event workflows.
- Troubleshoot technology, website, email, and CRM issues to minimize workflow interruptions.

Operations Supervisor
2017 – January 2026

Cybersoft Content Services Inc.

- Led daily team operations, ensuring productivity, quality, and service-level targets were consistently met.
- Managed workload distribution, task delegation, attendance, and performance monitoring for a remote team.
- Coached and developed team members through feedback, performance reviews, and targeted training.
- Supported financial administration (billing, invoicing, budgeting) and identified process improvements to increase productivity.

Resolutions Specialist / SME
2014 – 2016

AFNI Philippines

- Handled escalated customer concerns requiring advanced troubleshooting and investigation.
- Served as Subject Matter Expert supporting frontline representatives and coaching agents on complex issues.

Senior Customer Service Representative
2008 – 2014

- Provided customer service, technical support, and billing assistance for a major cable services account, maintaining high satisfaction and accurate records.