



# David

**Role: General Virtual Assistant**  
*Virtual Assistance, Sales, & Accounting*



*Click the play button for the Assistant's Video Introduction.*

**Availability:** Available ASAP

**Hours:** Full time or Part time

**Rate:** \$10 per hour

## Summary:

David is a versatile professional with over 20 years of experience in Sales, Marketing, Operations, and Administration. He has a proven track record in managing complex operations, driving sales strategies, and implementing marketing initiatives. His comprehensive expertise in business operations, financial management, and customer service makes him a strong candidate for roles such as Operations Manager, Administrative Virtual Assistant, or Sales & Marketing Specialist. David's ability to streamline processes, lead teams, and handle multiple CRM and project management tools makes him an excellent fit for high-level administrative and operational roles within a virtual environment.

## Skills & Experience:

- **Operations & Administrative Management:**
  - Led multiple projects and teams as an Operations Manager, overseeing financial planning, event management, and business process improvements.
  - Managed daily administrative operations, including updating work permits, maintaining work order spreadsheets, and coordinating shipments for construction and real estate companies.
  - Extensive experience in inventory management, payroll processing, and reconciliation of financial accounts using QuickBooks and Xero.
- **Sales & Marketing Management:**
  - Over a decade of experience in developing and implementing sales and marketing strategies, conducting market research, and executing digital marketing campaigns.
  - Skilled in brand strategy, product cost analysis, and trade marketing management across multiple industries, including retail, construction, and food services.
  - Coordinated advertising, sales presentations, and promotional activities to support revenue growth.
- **Project Management & Leadership:**
  - Proficient in planning and executing projects from inception to completion, ensuring timely delivery and optimal resource utilization.
  - Experienced in managing junior staff and VAs, providing training and development, and implementing conflict resolution programs.
  - Developed business strategies for revenue growth and created training modules to support continuous team development.

Delegate



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## Skills & Experience:

- **CRM & Data Management:**
  - Expertise in CRM management, data entry, and analysis using Salesforce, Lever, Arthur Property CRM, DotLoop, and various e-commerce platforms.
  - Conducted lead generation and account management, merging and cleaning data using LinkedIn Sales Navigator, and managed inbound and outbound communications through Salesforce and Google Suite.
- **Financial & Cost Analysis:**
  - Skilled in financial analysis, budgeting, and profit-cost assessment, ensuring business profitability and adherence to financial goals.
  - Managed bookkeeping tasks using QuickBooks and MYOB, reconciling accounts, and creating financial reports for internal stakeholders.
- **Customer Service & Communication:**
  - Extensive experience in customer service management, handling inquiries via phone, email, and chat.
  - Developed strong communication skills through roles in training, customer support, and B2B strategy development.
- **Graphic Design & Digital Marketing:**
  - Proficient in creating marketing collateral and social media content using Canva, Adobe Premiere Pro, and WordPress.
  - Implemented social media marketing strategies, managed e-commerce stores, and optimized product listings on Amazon and Shopify.



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## Tools and Platforms:

- **Project Management & Operations:**
  - Trello
  - Google Suite (Docs, Sheets, Slides)
  - Microsoft Office (Word, Excel, PowerPoint)
  - Lever (Web-based Recruitment CRM)
  - Thinkific (Training Management)
- **CRM & Property Management:**
  - Salesforce CRM (Accounts, Contacts, Opportunities)
  - Arthur Property CRM
  - DotLoop (Real Estate Transaction Management)
  - Chime (Real Estate CRM)
  - Gazette, Auction House, Rightmove, Zoopla, Gumtree (Property Sourcing Platforms)
- **E-commerce Platforms:**
  - Shopify (Store Creation, Product Sourcing, Drop Shipping)
  - Amazon Seller Central (UK & US)
  - Helium 10 (Product Research)
- **Financial & Accounting Tools:**
  - QuickBooks (Enterprise & Online)
  - Xero (Certified Advisor)
  - MYOB
  - Bank Reconciliation through Xero CRM
- **Graphic Design & Marketing Tools:**
  - Canva
  - Adobe Premiere Pro
  - WordPress
  - Facebook Ads
- **Communication & Collaboration Tools:**
  - Gmail
  - Skype
  - Viber
  - WhatsApp
  - Microsoft Teams
  - Hangouts