

# VAN IRIS

## Virtual Assistant

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## SUMMARY

I help business owners and coaches strengthen their brand identity through comprehensive branding services. I provide logo design, content creation, and social media management to align brand messaging with customer preferences. By driving brand awareness and increasing online presence, I help businesses achieve long-term success.

## SERVICES OFFERED

- Email and calendar management, including scheduling meetings and reminders.
- Data entry and spreadsheet management for accurate tracking and organization.
- Conducting market and competitor research to identify trends and opportunities.
- Managing customer inquiries and providing excellent virtual support.
- Editing logos, brand promotion, flyers using editing tools
- Handling administrative tasks such as file organization and record keeping.
- Designing visually appealing graphics and posts using Canva.
- Planning, creating, and scheduling content for platforms like Instagram, Facebook, and TikTok.
- Researching trending topics and hashtags to optimize reach and engagement.

## TECHNICAL SKILLS

- Social Media Platforms: Instagram, Facebook, TikTok, Pinterest
- Tools: Canva, Google Workspace, Microsoft Office
- Basic Graphic Design
- Analytical Tools: Google Analytics
- Email Marketing Tools: Mailchimp, Klaviyo
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## EDUCATION

**Humanities and Social Sciences**

- Matatalaib High School
- 2018 - 2024

**Bachelor of Hospitalty Management**

- System College Institute
- 2024 - 2026

**Virtual Assistant Course**
The VA Camp

**Graphic Designer using Canva**
The VA Camp

## KEY SKILLS

- Graphic Design
- Content Calendar Management
- Email & Messaging
- Community Engagement
- Researcher