

Kristen Smith

Based in North Carolina, USA



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Technical Skills

Productivity & Collaboration

- Microsoft Office Suite / Teams
- Google Workspace - Chat, Drive
- Google Docs, Sheets, Slides, Forms, Sites
- Notion, Evernote, OneNote
- Asana, Trello, Monday, ClickUp

Graphic Design & Creative Tools

- Photoshop, Illustrator, Dreamweaver
- InDesign, Acrobat Pro, Canva Pro
- Clipchamp, CapCut

AI Tools

- ChatGPT Pro, Google Gemini Pro

Email + SMS Marketing

- ActiveCampaign, Mailchimp
- Klaviyo, Constant Contact, Ring Central

CRM & Customer Support

- Asana, HubSpot, Zoho, Zendesk, Pipedrive

Community & Webinar/Event Platforms

- Circle, Luma, Kajabi

Web Design & Development

- Wix, WordPress, Squarespace, GoDaddy
- Coding: HTML, Bootstrap

Social Media & Advertising

- Hootsuite, Sprout, Reddit Advertising

Payments & E-commerce

- Stripe, PayPal, ThriveCart

Soft Skills

Extremely Reliable + Responsive

Creative Problem Solver

Proactive + Self-Motivated

Strong Client Facing Skills

Positive Attitude + Great Sense of Humor

Committed to Long-Term Collaboration

Executive Assistant | Marketing + Branding Graphic Designer

(ongoing since 2004) An independent contractor providing 100% virtual assistance to businesses worldwide. I support clients across diverse industries, including technology, real estate, education, manufacturing, finance, nonprofit, and coaching. Core services include:

Executive Assistance

- Manage complex calendars, schedule meetings, coordinate travel, and oversee inbox correspondence.
- Conduct research, source vendors, and prepare agendas, presentations, decks, and reports.
- Manage CRMs, maintain organized digital files, and track progress on key initiatives.
- Maintain relationships with clients, vendors, and partners.

Personal Assistance

- Draft and send personal correspondence and emails.
- Book medical appointments. Maintain confidentiality and handle sensitive information.
- Research and book travel arrangements.
- Hire vendors for household events (catering, florists, sommeliers, bartenders, valet, and security).
- Hire, train, and schedule household staff.
- Personal/gift shopping, and manage special projects.

Marketing + Graphic Design

- Provide copywriting, proofreading, and editing support.
- Conduct market research and analyze data.
- Design logos, annual reports, presentations, social media graphics, website elements, and email campaigns.
- Design packaging and signage (billboards, storefronts).
- Develop branding kits, print collateral (brochures, catalogs, flyers), promotional items (t-shirts, hats), and advertising materials (digital and print).
- Design and manage social media posts, ensure consistency of brand voice, address inquiries and complaints, and foster community engagement.
- LinkedIn SEO optimization & outreach to raise follower count.

Website Design + Management

- Design and build websites, optimize and proofread content, SEO, and manage ongoing site updates and maintenance.

Customer Service + Support

- Provide customer service via phone, email, and chat.
- Troubleshoot technical issues.
- Provide product support: process orders, refunds, exchanges.
- Handle escalations and ensure customer satisfaction.

Projects and Clients (partial list)

Executive Support to the CEO & Client Relations

Helen Yang | Freelance, 100% Remote (ongoing)

Provide operational support to the President of a global packaging startup. Manage inbox and calendar scheduling, coordinate databases, and assist with travel and event planning. Ensure clear communication and efficient scheduling with clients, partners, and vendors. Maintain organized digital files and records, manage client inquiries, troubleshoot issues, and foster long-term relationships. Prepare and design reports, presentations, and meeting materials. Research, prepare, and submit grant applications. Support marketing efforts through proofreading, copywriting, and website content editing.

Customer Experience & Platform Support Coordinator

Confidential Client | Freelance, 100% Remote

Delivered comprehensive support for live online events and digital courses for a mental health organization, ensuring a seamless experience for participants, from registration through post-event follow-up. Provided live chat moderation during webinars, addressed attendee questions in real time, and provided tech support. Set up and tested registration emails, event links, and calendar invites. Managed customer service via email/phone/chat to handle billing and payments, resolve inquiries promptly, and maintain professional communication.

Executive Assistant, SEO Support, Personal Assistant

Alexis Kulick | Freelance, 100% Remote

Managed daily operations for a technology CEO, providing both executive and personal support. Led SEO initiatives by writing optimized content and blog articles to strengthen online visibility and align with best practices. Provided personal assistance related to his medical disability, including conducting in-depth research, booking all medical appointments, and exploring advanced therapies. Developed a custom GPT to analyze medical records, identify symptom patterns and trends, and generate documentation for clinical trial submissions.

Executive Assistant, House Manager, Graphic Designer

Confidential Client | Freelance, 100% Remote

Co-Executive Assistant to the president of a production company behind some of the world's most iconic televised award shows and sporting events. Business: Managed multiple inboxes and complex calendars. Handled client-facing communications, board meetings, video conferences, and global travel. Scheduled and prepared agendas for meetings. Supported CRM management, project deliverables and graphic design initiatives. Personal: Managed the family calendar, booked medical appointments and travel, hired and managed the household staff, and assisted with personal events by coordinating logistics for catering, wait staff, valet company, entertainment, and security.

Recruiting and Hiring Manager

John Breen | Freelance, 100% Remote

Managed end-to-end recruitment (including sourcing candidates, conducting interviews, and hiring freelancers) to maintain a steady pipeline of talent to support various projects and business initiatives.

Customer Service Agent, Social Media Manager

Retail Marketing Academy | Full-time Employee, 100% Remote

Handled tech support, account setup, and customer support via live chat, email, and phone. Coordinated webinar logistics, including registration and troubleshooting. Designed and managed social media accounts and moderated the members-only Facebook group.

Marketing Coordinator

The Austin Company | Full-time Employee, On-site

Managed proposal development and RFP submissions for a leading architectural design, engineering, and construction management firm.