

FAVOUR JAMES

Virtual Assistant

Port Harcourt, Rivers State, Nigeria | 07044952470 | jamesfavour231@gmail.com

PROFESSIONAL SUMMARY

Detail-oriented and proactive Virtual Assistant with hands-on experience providing remote administrative and marketing support within a digital marketing agency environment. Skilled in calendar and inbox management, CRM and client record maintenance, campaign data entry, content and social media scheduling, and client communication. Holds a Bachelor's degree in Public Administration, bringing strong organizational, research, and problem-solving skills to remote support roles. Reliable, tech-savvy, and comfortable supporting SEO, PPC, and content marketing teams to keep client campaigns running smoothly.

CORE SKILLS

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| ▪ Calendar & Email Management | ▪ CRM & Client Database Management |
| ▪ SEO & PPC Campaign Data Support | ▪ Content Calendar & Social Media Scheduling |
| ▪ Client Communication & Support | ▪ Campaign Reporting & Performance Tracking |
| ▪ Meeting Coordination & Minute-Taking | ▪ Google Analytics & Search Console (Basic) |
| ▪ Google Workspace & Microsoft Office | ▪ Project Tools (Trello, Asana, ClickUp, Notion) |
| ▪ Time Management & Multitasking | ▪ Confidentiality & Attention to Detail |

PROFESSIONAL EXPERIENCE

Virtual Assistant — NEXOPTIMIZE (Remote) *January 2025 – June 2025 (6 Months)*

NEXOPTIMIZE is a full-service digital marketing agency providing SEO, PPC, content, social media, and web design services to clients.

- Provided remote administrative support to the marketing team, managing calendars, scheduling client strategy calls, and coordinating meetings across time zones.

- Assisted the SEO and PPC team with data entry and organization of campaign performance metrics, keeping client reporting dashboards accurate and up to date.
- Coordinated content calendars and scheduled social media posts to support client marketing campaigns.
- Liaised with the design and web development team to gather and organize content assets (images, copy, briefs) for client campaigns and website updates.
- Set up and managed Zoom/Google Meet links for client onboarding calls and internal team meetings, sending calendar invites and reminders.
- Tracked project timelines and deliverable checklists in Trello/Asana, flagging overdue tasks to keep client campaigns on schedule.
- Updated and maintained CRM records and basic invoicing follow-ups, tracking client information, lead status, and payment records.
- Managed client email correspondence and compiled research/competitor analysis to support reporting and strategy proposals, while maintaining strict confidentiality.

EDUCATION

Bachelor of Science (B.Sc.) in Public Administration

University of Port Harcourt, Rivers State, Nigeria

KEY STRENGTHS

- Highly organized with strong ability to manage multiple priorities and deadlines remotely.
- Excellent written and verbal communication skills for professional client interaction.
- Fast learner and trustworthy, adaptable to new tools and discreet with confidential information.

REFERENCES

Available upon request.