

# CANDACE PERRY

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## EXECUTIVE / VIRTUAL ASSISTANT

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Resourceful and adaptable Executive / Virtual Assistant with 7+ years of experience providing strategic and operational support to senior executives. Proven expertise in managing dynamic schedules, prioritizing shifting goals, and driving efficiency in fast paced environments. Skilled at calendar & project management, presentation development, event & cross-functional team coordination, travel arrangements, creating process documentation, leveraging automations, managing global communications, and fostering seamless workflows across multiple time zones. Proficient in process optimization, executive-level communication, and technology-driven solutions, with advanced knowledge of Google Workspace, Slack, and other productivity tools. Known for a proactive "figure-it-out" mindset, exceptional organizational skills, and a commitment to delivering high-quality results. Thrives in ambiguity and brings a customer-focused approach to every task. Actively pursuing a long-term, remote opportunity with a reputable and dynamic organization.

## RELEVANT EXPERIENCE

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### BUSINESS OWNER

*Beautiful You Studios, LLC - Fort Worth, TX, 2019-Present*

- Managed all aspects of the business including schedules, email & phone correspondence, and project workflows with meticulous attention to detail, achieving high customer satisfaction as evidenced by 150+ five-star Google reviews.
- Oversaw budgeting, invoicing, and payroll processing, ensuring accuracy and timeliness.
- Coordinated complex scheduling and communication with clients and contractors.
- Executed \$15,000 branded event coordinating all event logistics & vendor arrangements.
- Organized travel & meeting arrangements, created detailed itineraries for clients & sales presentations.
- Maintained Dubsado & GHL CRMs with over 3,000 leads; generated reports to inform marketing strategies.

### MARKETING SPECIALIST

*Ansira (Ad Agency) – Dallas, TX, 2016-2019*

- Tested, scheduled, & deployed major email campaigns for high-profile ad agency clients including 7-11, Purina, Nothing Bundt Cakes, Chilis, and Aruba Tourism attaining above-industry open (15.3%) & click-through (2%) rates across a 500,000 subscriber base.
- Orchestrated collaboration among 4 internal teams to manage overlapping project timelines; achieved 100% adherence to deadlines for the completion and distribution of key media materials during high-demand periods.
- Standardized training materials and streamlined onboarding processes, resulting in a reduction of new team member integration time from 2 weeks to 1 day while enhancing overall team efficiency.

### EXECUTIVE ASSISTANT TO CEOs

*Vermont Slate, Black Diamond Slate, & American Slate Companies – Savannah, GA, 2015-2016*

- Managed incoming calls, CEOs' calendars, coordinated team schedules, and streamlined communication.
- Liaised with CEOs to create cohesive marketing strategies for three distinct brands across social media, photography, videography, websites, direct mail, & email marketing.
- Conducted in-depth industry research, driving a 19% increase in monthly lead generation.

### VIRTUAL ASSISTANT

*Freelance – Savannah, GA, 2013-2015*

- Delivered comprehensive assistance by creating professional documents & conducting accurate data entry.
- Worked closely with clients to identify needs, tailor solutions, and deliver projects on time.
- Developed compelling copy for brochures, websites, blogs, and email marketing campaigns.
- Designed and implemented engaging social media marketing strategies to boost engagement.
- Created polished marketing collateral using design software.
- Performed research for a wide variety of assignments.

## **EXECUTIVE ASSISTANT TO THE DEAN**

*Strayer University – Savannah, GA, 2013*

- Scheduled and coordinated appointments, routed phone calls, and compiled essential documents.
- Maintained accurate and confidential student records, performed research, and analyzed reports.
- Provided academic advising, registration assistance, and exceptional customer support.
- Played a key role in campus events and enrollment initiatives through event coordination.
- Demonstrated flexibility and a proactive approach by successfully managing diverse projects and assignments.

## **EXECUTIVE ASSISTANT TO THE CEO**

*Southern Belle Vacation Rentals – Savannah, GA, 2012-2013*

- Provided comprehensive administrative support to enhance operational efficiency for 25 properties.
- Managed incoming calls, guest bookings, & invoicing, all while delivering exceptional customer service.
- Executed marketing initiatives, including email campaigns targeting an audience of 100,000 and website updates, delivering projects on time and ensuring alignment with organizational goals.

## **ADMINISTRATIVE ASSISTANT (TEMP)**

*Snelling, Kelly, & Trace Staffing Services – Savannah, GA, 2009-2012*

- Provided high-level administrative services for a variety of staffing agencies' clients, including invoicing, compiling detailed reports, scheduling meetings, and coordinating events to ensure seamless operations.
- Arranged complex travel itineraries, handled reservations, and maintained accurate calendars for executives.
- Managed and updated databases to ensure the accuracy of information.
- Designed and maintained detailed Excel spreadsheets for tracking ad analysis, executed Word mail merges for mass correspondence, and created visually compelling PowerPoint presentations for meetings.

## **SKILLS**

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- **Administrative:** Calendar Management, Calendly, Event Planning, Invoicing, Microsoft Office Suite (Excel, Word, PowerPoint), Payroll, Purchasing, Travel Arrangements, Vendor Management.
- **Creative:** Adobe Creative Suite (Photoshop, Lightroom, Indesign), Canva, Content Writing & Editing, Graphic Design, Photo Editing, Photography, Scriptwriting, Web Design, Video Production.
- **CRM Systems:** Dubsado, Go High Level, Salesforce.
- **Digital Marketing & Data Analysis:** A/B Testing, Google Ads, Google Analytics, Meta Ads, PPC, SEO.
- **Email Marketing Software:** FloDesk, MailChimp, Salesforce Marketing Cloud.
- **Project Management Tools:** Asana, Basecamp, Monday, Trello.
- **Social Media Management:** Buffer, Facebook, Hootsuite, Instagram, Later Scheduler, LinkTree, Pinterest, TikTok, YouTube.
- **Website Management:** GoDaddy, Showit, Squarespace, Wix, Wordpress.

## **EDUCATION**

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**Georgia Southern University | B.A. English Communications**