

LUCY MAINA

Virtual Administrative Assistant Agent for Karibu Virtual Services

PROFESSIONAL SUMMARY

Dedicated and versatile professional with extensive experience as a freelance virtual assistant and social media manager. Proven ability to manage administrative tasks, support clients remotely, and drive social media engagement and growth. Highly skilled in content creation, scheduling, communication, and digital campaign management. Recognized for attention to detail, proactive problem-solving, and exceptional organizational skills. Thrives in dynamic environments and committed to delivering efficient, high-quality results for clients and teams.

CORE COMPETENCIES

- Virtual Assistance & Remote Administration
 - Social Media Management & Engagement
 - Content Creation & Graphic Design (Canva)
 - Email & Calendar Management
 - Customer Service & Communication
 - Research & Data Entry
 - Project Coordination (Trello, Google Workspace)
 - Campaign Management (Google Ads, Instagram)
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PROFESSIONAL EXPERIENCE

She Matters Subscription Box – Boston, United States

Social Media Manager | October 2023 – Present

- Create engaging visual and written content for social media, ensuring brand consistency.
 - Develop and manage a content calendar to support marketing goals and audience engagement.
 - Design branded email templates and newsletters to enhance communication and visibility.
 - Coordinate distribution of marketing emails and digital campaigns for subscribers.
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PeoplePerHour – Nakuru, Kenya

Freelance Virtual Assistant | March 2023 – December 2023

- Managed client emails, scheduling, and communication to ensure timely coordination.
- Created and scheduled social media content while engaging with followers.
- Conducted research and data entry to support diverse client projects.
- Delivered professional customer support, resolving issues promptly and courteously.
- Stayed updated on industry trends to continuously improve client outcomes.

Upwork – Nakuru, Kenya

Freelance Virtual Assistant | August 2022 – March 2023

- Managed calendars and scheduled appointments across multiple time zones.
- Conducted internet research and compiled reports to inform business decisions.
- Handled data entry, transcription, and administrative documentation.
- Supported social media operations, content posting, and engagement tracking.

Verbllo – Nakuru, Kenya

Article Writer | October 2019 – September 2022

- Researched and wrote articles, blog posts, and web content aligned with client objectives.
- Applied SEO techniques to optimize online visibility and content reach.
- Ensured grammatical accuracy, clarity, and adherence to style guidelines.
- Maintained up-to-date knowledge of industry trends to produce relevant and impactful content.

EDUCATION**Moi University – Eldoret**

Bachelor of Science in Education (Mathematics and Chemistry) | Graduated 2022



CERTIFICATIONS

- Virtual Assistance – ALX Africa
- Virtual Administrative Assistant – Alison Courses

ADDITIONAL AFFILIATIONS

- ALX The Room Fellowship
- Moi University Alumni Board

KEY DIGITAL SKILLS

- Microsoft Office Suite (Word, Excel, PowerPoint)
- Canva, Trello, Google Ads
- Social Media Tools (Instagram, Meta Business Suite)