

# STHEFANEE GALVEZ

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## PROFESSIONAL SUMMARY

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Driven and versatile professional with a proven track record of empowering businesses to thrive. Leveraging expertise gained from over five years as a Virtual Administrative Assistant, Digital Marketing Specialist, and Small Business Owner (Founder of Remote Sell Essence), I excel at streamlining operations, enhancing digital presence, and driving growth through strategic solutions. My diverse skillset encompasses virtual assistance, digital marketing, graphic & web design, and sales, complemented by proficiency in tools like Adobe Creative Suite and insights from Digital Marketing certifications. In previous roles as a Sales Specialist at Blxck One Group and Talent Acquisition Partner for THCO, I consistently exceeded targets, cultivated strong client relationships, and employed innovative business development approaches. With 13 years of administrative experience, a tech-savvy mindset reinforced by a Bachelor's pursuit in Information Technology, and fluency in both Spanish and English, I am passionate about delivering exceptional results and fostering lasting success for clients.

## ACCOMPLISHMENTS

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- Developed **50+ custom templates**, driving a **30% increase** in repeat purchases from clients.
- Using tools like Asana, Trello, and ClickUp, improved project delivery timelines by **15-20%**.
- Designed marketing campaigns using Adobe tools and Canva, contributing to a **40% increase** in brand visibility.

## SKILLS

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### Digital Marketing & Sales:

- Digital Marketing Strategy
- Social Media Management
- Email Marketing
- Content Creation
- SEO
- Google Ads
- Social Media Campaigns
- Performance Analysis
- Sales and Business Development
- Lead Generation
- Strategic Lead Generation
- Strategic Outbound Prospecting
- Upselling
- Online Sales Funnel Optimization

- Brand Building
- Website Traffic Generation
- Sales Strategy
- Sales Expertise
- Needs Assessment
- Sales Closing
- Promotional Campaigns
- HighLevel
- HubSpot
- MailerLite
- Kit (formerly ConvertKit)
- Pinterest Management

#### Business Management & Operations:

- Operations Management
- Business Management
- Entrepreneurship
- Strategic Planning
- Business Systems Development
- Workflow Optimization
- Project Management
- Business Ownership
- Financial Management
- Product Development
- Market Research
- Profitability Improvement
- Contract Negotiation
- Airtable
- Asana
- ClickUp
- Dubsado
- Google Workspace
- HoneyBook
- Notion
- Salesforce
- Trello
- Monday
- QuickBooks Online
- QuickBooks Self-Employed
- Shopify
- Square
- Stripe
- WaveApps

#### Administrative & Organizational Support:

- Virtual Assistance
- Administrative Support
- Appointment Setting
- Template Design and Creation
- Data Entry
- Document Management
- Scheduling
- Calendar Planning
- Data Management
- Office Management
- Calendar Management
- Record Keeping
- Time Management
- Organization
- Attention to Detail
- Microsoft Office Proficiency
- Excel

#### Communication & Interpersonal Skills:

- Communication (Written and Verbal)
- Customer Service
- Client Relationship Management
- Relationship Building
- Sales Collaboration
- Active Listening
- Professionalism
- Interpersonal Skills
- Collaboration
- Customer Focus
- Conflict Resolution
- Building Rapport
- Bilingual (Spanish and English)

#### Technical & Design Skills:

- Graphic Design Principles
- Technical Prowess
- Virtual Team Collaboration
- Web Design
- WordPress
- Adobe Creative Suite
- Canva
- Elementor

- LastPass
- Zapier
- Zoom
- Google Meet
- Helpscout
- Kajabi
- Loom
- PayPal
- Squarespace
- Toggl
- Typeform

#### Problem Solving & Personal Qualities:

- Problem Solving and Critical Thinking
- Multitasking
- Adaptability
- Instructional Design
- Differentiated Instruction
- Classroom Management
- Student Engagement
- Assessment & Feedback
- Tutoring (Multiple Subjects)
- Study Skills Development
- Utilizing Multimedia Resources
- Individualized Support
- Initiative
- Self-Motivation
- Confidentiality
- Continuous Improvement

#### WEBSITES, PORTFOLIOS, PROFILES

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- <https://remotesellessenceos.com/>
- <https://sthefaneeg.github.io/>
- [contact@remotesellessenceos.com](mailto:contact@remotesellessenceos.com)

#### WORK HISTORY

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05/2025 to Current **Remote Administrative & Communication Support Assistant**

##### **Quality Touch Supports – Remote**

- Manages and monitors company email communications, ensuring timely and professional responses and reducing average response time by 20%.
- Provides bilingual (English/Spanish) support to DSPs and clients, addressing needs and resolving 90% of inquiries on first contact, contributing to a 95% client communication satisfaction rate.

- Acts as a key liaison between the company, clients, and team members, facilitating seamless communication and resolving concerns.
- Conducts follow-ups with potential clients to nurture relationships and support client acquisition efforts.
- Adapts to evolving responsibilities, undertaking additional administrative and communication tasks as required by business scaling.
- Maintains organizational effectiveness and ensures timely, accurate task completion in a remote environment, improving administrative task completion rate by 15%.
- Orchestrates daily operations to ensure seamless business flow and productivity.
- Spearheads key projects and company strategies.
- Oversees internal systems and CRM platforms, including Salesforce and GoHighLevel.
- Streamlines processes to enhance operational efficiency.
- Manages comprehensive internal and external communications.
- Supports high-level documentation and contract management.
- Exercises executive decision-making in support of business operations.
- Collaborates closely with the CEO and team to drive company growth.

#### Key Metrics and KPIs:

- \* Achieve a 95% satisfaction rate in client communication, based on feedback surveys.
- \* Reduce average email response time by 20%, improving overall communication efficiency.
- \* Successfully manage and resolve 90% of client inquiries within the first contact.
- \* Improve administrative task completion rate by 15% through effective time management and organization.

#### 04/2020 to Current **Independent Business Owner**

##### **Remote Sell Essence Online Store – Remote**

- Founded and currently manage a woman-owned online store, established in 2020, providing digital products and services tailored to entrepreneurs and businesses.
- Design and sell professional Canva templates for social media graphics, presentations, and business documents.
- Offer a comprehensive suite of services, including Virtual Assistance, Travel Planning, Marketing Solutions, Technology Support, and Ventures & Partnerships consultation.
- Manage all facets of the online business, encompassing marketing, customer service, product development, and daily operations.
- Provide virtual assistant services, including administrative support, social media management, email management, and project coordination.
- Analyze sales data to identify market trends and develop strategies to capitalize on emerging opportunities.
- Develop and execute marketing strategies across various digital platforms to enhance brand awareness and expand customer base.

- Dictate business approach by creating production, sales, and budgeting plans to ensure financial sustainability and growth.
- Create comprehensive business plans, outlining the company's mission, financial projections, and operational goals.
- Conduct market research to identify customer needs and preferences, ensuring product and service alignment.
- Maintain detailed activity logs to track daily tasks, record returns, and document customer feedback for continuous improvement.
- Develop and maintain strong relationships with clients and business partners, fostering long-term collaborations.
- Execute promotional campaigns across multiple channels to drive customer engagement and increase sales conversions.
- Design innovative products that meet customer needs while adhering to budget constraints, ensuring competitive pricing.
- Research current industry trends to stay ahead of competitors and maintain a competitive edge in product and service offerings.
- Maintain accurate and up-to-date records of all financial transactions, ensuring transparency and accountability.
- Negotiate contracts with clients to ensure mutual satisfaction and project success.

#### Key Metrics and KPIs:

- \* Designed and marketed 50+ professional Canva templates, generating a consistent monthly revenue of over \$1,000 through digital product sales and virtual assistant services.
- \* Increased overall business efficiency by 30% through the implementation of streamlined administrative systems, including project tracking in tools like Asana and ClickUp.
- \* Grew customer engagement by 50% through targeted email marketing campaigns and optimized digital sales funnels, resulting in higher conversion rates.
- \* Led over 10 promotional campaigns annually, achieving a 25% increase in website traffic and sales conversions.
- \* Boosted overall profitability by 20% through precise trend analysis, effective cost management, and strategic contract negotiations with partners.
- \* Increased brand visibility by 40% through strategic multi-channel marketing campaigns.

11/2024 to 04/2025 **Sales Specialist I**

**Blxck One Group** – Remote - Contract

- Developed and executed strategies to generate leads through compelling social media content, utilizing targeted tags and keywords to maximize post visibility.
- Leveraged in-depth knowledge of products and services to engage potential clients across various platforms, including in-person, phone, email, online, and social media.

- Conducted thorough needs assessments of prospective clients (consumers, entrepreneurs, and small businesses) at the local, regional, and global levels to drive sales and achieve business objectives.
- Facilitated sales transactions by guiding customers through online processes, completing customer intake forms, and closing sales, with escalation to subject matter experts for complex transactions and custom quotes.
- Contributed to increasing website traffic and enhancing online customer engagement across social media accounts.
- Maximized sales revenue through upselling products and services, utilizing loyalty programs, referral programs, giveaway promotions, and financing options.
- Maintained confidentiality of business information, including business plans, trade secrets, customer data, and financial details.
- Adhered to company policies, procedures, and guidelines, including pricing structures, and obtained managerial approval for deviations.

#### Key Metrics and KPIs:

- \* Exceeded monthly sales targets by 40% or higher, consistently achieving over \$35,000 in revenue within a six-month period.
- \* Conducted over 50 product demonstrations and sales presentations per month, leading to a 40% conversion rate for new accounts.
- \* Identified and escalated high-value opportunities, generating an additional 15% increase in large-scale contract closures.
- \* Maintained customer satisfaction scores of 95% or above, building client loyalty through tailored solutions and seamless communication with cross-functional teams.

11/2024 to 04/2025 **Talent Acquisition Partner**

#### **THCO - We Are Hiring** – Remote - Contract

- Utilized Talen.ai to pinpoint potential clients in Finance, Tech, Healthcare, Hospitality, Retail, & Architecture.
- Targeted companies with 20+ employees likely needing recruitment services.
- Researched company profiles & LinkedIn to identify key hiring decision-makers (C-Level, VPs, Directors, HR).
- Compiled contact info for 50+ prospects, detailing their business & potential as clients.
- Identified companies with latent hiring needs beyond public job postings.
- Prepared for client outreach (email/cold calls) to introduce THCO's recruitment, onboarding, & financial planning support.
- Gained understanding of qualifying clients: active hires, budget, 3-month timeline.
- Recognized target company size (20+ employees) & the importance of identifying client pain points.
- Developed industry knowledge in Finance, Tech, Healthcare, Hospitality, Retail, & Architecture.

- Understood preferred hiring roles (C-Level, VP/Director level) within target industries.
- Differentiated between preferred & less preferred roles for THCO's services.
- Prepared to communicate THCO's value proposition to potential clients.
- Developed skills in initial contact & building professional rapport.
- Learned to articulate THCO's benefits in solving client hiring challenges.

#### Key Metrics and KPIs:

- \* Scheduled over 100 qualified appointments daily, consistently achieving an appointment-to-sale conversion rate of 40%.
- \* Achieved revenue growth of 10% quarter-over-quarter by effectively qualifying prospects through cold outreach and strategic outbound calling campaigns.
- \* Managed the entire sales cycle, from initial contact through contract negotiation and closure, ensuring revenue and profitability maximization.
- \* Collaborated with the sales team to generate \$500,000+ in new business revenue during a 2-month period, demonstrating a significant contribution to overall business growth.

#### 11/2024 to 01/2025 **Appointment Setting Specialist - B2B Sales Development**

##### **TeamingPro** – Remote - Contract

- Led appointment generation initiatives for TeamingPro's BD Accelerator program, a B2B networking platform.
- Conducted strategic outbound calls to business owners and decision-makers, qualifying prospects for TeamingPro's BD Accelerator program.
- Managed the full-cycle appointment setting process, from initial contact to scheduling and confirmation.
- Drove business development through targeted lead qualification and relationship-building.
- Maintained detailed records in the CRM system while ensuring high-quality prospect data.
- Executed follow-up strategies to maximize appointment attendance rates.
- Executed targeted outbound calling campaigns to C-level executives and business owners.
- Qualified prospects and scheduled demonstrations of TeamingPro's business development platform.
- Managed end-to-end appointment-setting process, including scheduling and confirmation.
- Maintained detailed CRM records and implemented follow-up strategies to ensure high show rates.
- Drove revenue growth through strategic prospect qualification and relationship-building.
- Collaborated with sales closers to maintain a 40%+ conversion rate on scheduled appointments.
- Consistently scheduled 100+ qualified appointments daily.



- Conducted strategic outbound calling campaigns to C-level executives and business owners, qualifying prospects for business development programs.
- Managed the full-cycle appointment-setting process, ensuring effective scheduling and confirmation of meetings.
- Collaborated closely with sales teams to maintain a conversion rate exceeding 40% on scheduled appointments.
- Consistently scheduled over 100 qualified appointments daily, driving revenue growth through targeted lead qualification and relationship-building.

#### Key Metrics and KPIs:

- \* Maintained a consistent appointment-to-show rate of 80% through effective follow-up strategies, maximizing sales team efficiency.
- \* Achieved a daily average of 100+ qualified appointments, significantly contributing to the sales pipeline.
- \* Collaborated with sales closers to maintain a conversion rate exceeding 40% on scheduled appointments, demonstrating high-quality lead generation.
- \* Improved lead qualification process efficiency by 25%, reducing the time spent on unqualified leads.

01/2019 to 03/2020 **Administrative Assistant**

#### **Our Lady of Mt. Carmel - St. Benedicta - St. Mary of the Assumption Roman Catholic Church** – Staten Island, United States

- Maintained files and filing systems, ensuring the confidentiality and security of sensitive information.
- Screened incoming telephone calls, directing them to the appropriate personnel and taking detailed messages.
- Prepared documents for meetings, including agendas, handouts, and other necessary materials.
- Managed office supplies inventory, placing orders as needed to ensure smooth office operations.
- Maintained a database of client contact information, ensuring accuracy and accessibility.
- Utilized Microsoft Office Suite applications to create and revise documents, spreadsheets, and presentations.
- Prepared agendas and materials for meetings and conferences, coordinating logistics as needed.
- Provided cross-coverage support for other administrative personnel, ensuring uninterrupted workflow during absences.
- Monitored daily operations to ensure efficient workflow processes and identify areas for improvement.
- Compiled and entered data into various databases, maintaining accuracy and data integrity.
- Established professional and collaborative working relationships with associates and external parties.

- Facilitated communication between different departments, ensuring timely and accurate information flow.
- Provided administrative support to management staff, including scheduling meetings and appointments, preparing agendas, taking minutes, and maintaining records.
- Maintained office inventory by assisting with supply orders, tracking expenses, and ensuring cost-effectiveness.
- Greeted and screened visitors, providing a professional and welcoming first point of contact.
- Maintained calendars and schedules, coordinating appointments and meetings efficiently.
- Answered phone calls, directed inquiries, and responded to customer requests in a courteous and helpful manner.
- Searched for information in company databases or online resources to resolve issues and provide accurate information.
- Developed and maintained filing systems for confidential documents and records, ensuring easy retrieval and organization.
- Processed incoming mail, distributing it to the appropriate recipients and handling outgoing mail preparation.
- Conducted research projects as assigned by management, gathering and analyzing data to support decision-making.
- Assisted in the preparation of presentations, creating visually appealing and informative materials.

#### Key Metrics and KPIs:

- \* Improved office efficiency by 20% through optimized scheduling, document management, and workflow enhancements.
- \* Reduced average response time to inquiries by 25%, resulting in increased customer satisfaction.
- \* Maintained 100% accuracy in calendar management, supply orders, and file organization, ensuring smooth daily operations.
- \* Decreased filing retrieval time by 15% by implementing a new, more organized filing system.

#### 01/2016 to 12/2018 **Online Tutor**

##### **UPchieve** – Remote

- Provided online tutoring in 20+ subjects to low-income high school students, fostering academic growth and confidence.
- Assisted students in developing essential study skills, including time management, organization, and effective test preparation strategies.
- Utilized multimedia resources, such as videos, interactive simulations, and online tools, to enhance student understanding and engagement.
- Collaborated with other tutors to ensure consistency in teaching practices and share effective strategies for student success.

- Maintained detailed records of student performance and attendance, tracking progress and identifying areas for additional support.
- Encouraged students to actively participate in tutoring sessions, fostering a positive and interactive learning environment.
- Monitored student progress and provided constructive feedback, offering guidance and support to improve academic outcomes.
- Created personalized lesson plans based on individual learning objectives, tailoring instruction to meet specific student needs.
- Evaluated student assessments and provided constructive feedback, helping students understand their strengths and areas for improvement.
- Provided personalized academic support to students, addressing their unique learning styles and challenges.
- Demonstrated strong communication skills via video conferencing, effectively conveying complex concepts and building rapport with students.
- Adapted teaching methods according to student needs, adjusting instructional strategies to ensure comprehension and engagement.
- Employed effective teaching strategies, including active learning techniques, differentiated instruction, and scaffolding, to maximize student learning.
- Coached students on academic concepts and terminology, building their understanding and confidence in various subjects.
- Assisted students with developing positive academic strategies, promoting a growth mindset and a proactive approach to learning.
- Provided subject-specific tutorial support to students, offering in-depth explanations and guidance in their areas of need.

#### Key Metrics and KPIs:

- \* Delivered personalized academic support to over 200 students across 20+ subjects, demonstrating a broad range of subject matter expertise.
- \* Improved student average grade by 15% based on pre- and post-tutoring assessments, indicating the effectiveness of instructional support.
- \* Achieved a student satisfaction rating of 90% based on feedback surveys, reflecting positive student experiences and engagement.
- \* Increased student participation rates by 20% through interactive teaching methods and personalized support, fostering a more engaging learning environment.

01/2013 to 01/2015 **Administrative Assistant**

**Bellevue Hospital Center - Dermatology Department** – New York, United States

- Provided comprehensive administrative support to the executive management team within the Dermatology Department.
- Maintained files and filing systems, ensuring the efficient organization and retrieval of important documents.
- Screened incoming telephone calls, directing them to the appropriate personnel and taking detailed messages.

- Answered phone calls and directed inquiries from patients, visitors, and staff, providing accurate and helpful information.
- Facilitated communication between departments, ensuring timely and effective information flow to support departmental operations.
- Compiled data into organized reports, presenting information clearly and concisely for management review and decision-making.
- Maintained office inventory, ordering supplies as needed and ensuring cost-effective procurement practices.
- Established professional relationships with colleagues, patients, and external stakeholders, fostering a positive and collaborative work environment.
- Developed and maintained filing systems for confidential documents and records, adhering to privacy regulations and ensuring data security.
- Resolved issues and addressed concerns from patients and staff, demonstrating problem-solving skills and a commitment to customer service.
- Greeted and screened visitors, providing a welcoming and professional first impression of the department.
- Searched for information in databases or online resources, retrieving data to support administrative tasks and inquiries.
- Proofread documents, ensuring accuracy and adherence to formatting guidelines.
- Conducted research projects as assigned by management, gathering and analyzing data to support departmental initiatives.
- Managed office supplies inventory, tracking usage, and ordering supplies to minimize disruptions.
- Greeted visitors and provided information about the department's services and procedures.
- Maintained a database of patient contact information, ensuring accuracy and confidentiality.
- Prepared documents for meetings, including agendas, handouts, and presentations.
- Provided administrative support to management staff, including scheduling appointments, coordinating meetings, and managing calendars.
- Compiled and entered data into databases, ensuring accuracy and data integrity.
- Provided cross-coverage support for other administrative staff, ensuring continuity of operations during absences.
- Maintained calendars and schedules for department meetings, appointments, and events.

#### Key Metrics and KPIs:

- \* Completed daily administrative tasks 20% faster than the deadlines, demonstrating strong time management and organizational skills.
- \* Maintained 100% accuracy in data entry and records management, ensuring data integrity and minimizing errors.
- \* Improved interdepartmental communication efficiency by 15% through streamlined processes and effective information sharing.

\* Reduced patient wait times for administrative assistance by 10% by optimizing workflow and prioritizing tasks effectively.

01/2012 to 01/2013 **Third-Grade Teacher Assistant**

**P.S 10 A Magnet School for Math, Science, and Technology** – Brooklyn, United States

- Developed and maintained positive relationships with children.
- Cleaned classrooms and organized instruction materials.
- Helped maintain a positive learning atmosphere.
- Implemented classroom management practices.
- Collaborated with the teacher to adapt the curriculum.
- Conducted small group instruction sessions.
- Supported special needs students.
- Developed approaches to engage students.
- Supported inclusion of children with special needs.
- Helped to prepare and distribute materials.
- Defused arguments and problems between students.
- Facilitated collaborative problem-solving.
- Created a positive learning environment.
- Encouraged critical thinking skills.
- Explained and enforced classroom rules.
- Assessed student understanding.
- Provided individualized assistance.
- Utilized various teaching techniques.
- Facilitated safe and effective transitions.
- Monitored student behavior.
- Assisted teachers with lesson plans and activities.
- Supported classroom instruction for classes of 30+ students, achieving a 95% student engagement rate through innovative activities and lesson plans.
- Increased academic outcomes for 70% of underperforming students, utilizing differentiated instruction methods.
- Facilitated the inclusion of children with special needs, achieving individualized learning goals 10% faster than traditional methods.

## EDUCATION

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Expected in 12/2029 **Bachelor of Arts - BA: Ingeniería Informática / Information Technology**  
**Universidad Internacional De La Rioja (UNIR)** - Logrono, Spain

01/2022 **Bachelor of Arts - BA: Psychology and Mathematics**  
**Hunter College** - New York, NY

CERTIFICATIONS

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- Enhanced digital marketing proficiency through a **Digital Marketing Internship Program**, boosting organic site traffic by **40% in Q1 2024**.
- Certificado de culminación del Curso de Asistente Virtual, 2024-01-01
- Microtendencias y SEG, 2024-01-01
- Comienzo mi negocio, 2024-01-01
- Developed entrepreneurial strategies as part of the "**Uso Estratégico de IA para Emprender**" certification, applying them to grow customer reach by **25%**.

LANGUAGES

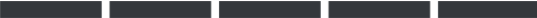
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Spanish



Native or Bilingual

English



Native or Bilingual