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PROFESSIONAL SUMMARY

Driven and versatile professional with over 13 years of administrative experience and 5+ years as a Virtual Executive Assistant, Digital Marketing Specialist, and Small Business Owner. As the Founder of Remote Sell Essence, I specialize in AI & Automation, Marketing, Sales, and Design for optimized business growth. I have a proven history in streamlining operations, enhancing digital presence, and driving revenue through strategic solutions. Tech-savvy with proficiency in Adobe Creative Suite, CRM platforms (HubSpot, Salesforce, GoHighLevel), and project management tools (Asana, Trello, Notion, Dubsado, ClickUp), I am enthusiastic about delivering exceptional results and fostering lasting client success. I am fluent in both English and Spanish, enabling effective executive-level communication in a dynamic, high-performance environment.

SKILLS

Area	Key Skills	Tools
Executive & Admin Support	Virtual Assistance, Complex Calendar Planning, Executive Communications, SOP creation, Time Management, Record Keeping, Attention to Detail	Microsoft Office Suite, Google Workspace, Zoom, LastPass, Google Meet
Operations & Workflow	Operations Management, Business Systems Development, Workflow Optimization, Project Management, Data Management	Asana, ClickUp, Dubsado, Notion, Airtable, Monday
Financial & HR Support	Financial Management, Invoicing, Accounts Receivable, Expense Tracking, Recruitment Pipeline Management, Contract Negotiation	QuickBooks Online, Stripe, GoHighLevel, DocuSign
AI & Communication	AI-driven workflow design, Prompt Engineering, Bilingual (Spanish/English), Executive-level writing, Client Relationship Management	Zapier, Make, ChatGPT, Helpscout

EXPERIENCE

CEO and Virtual Executive Assistant | Remote Sell Essence | Remote *April 2020 – Present*

- Founded and currently manage a woman-owned online business, strategically applying AI and automation to streamline workflows and enhance operational efficiency.
- Implement automated administrative systems and project tracking in tools like GoHighLevel, Notion, Dubsado, and ClickUp, increasing overall business efficiency by 30%.
- Track and analyze key performance indicators (KPIs) for promotional campaigns and sales funnels, providing consistent reporting on performance metrics and boosting overall profitability by 20%.
- Spearhead market research and competitor analysis to inform strategic decisions, identifying micro-trends and growing customer reach by 25% through strategic use of AI.
- Grow customer engagement by 50% through targeted email marketing campaigns and optimized digital sales funnels, resulting in higher conversion rates.
- Lead over 10 promotional campaigns annually, achieving a 25% increase in website traffic and sales conversions.
- Boost overall profitability by 20% through precise trend analysis, effective cost management, and strategic contract negotiations with partners.
- Develop and execute multi-channel digital marketing campaigns that increase brand visibility by 40% and increase customer engagement by 50%.
- Cultivate and maintain robust client relationships, achieving a 95% client retention rate over five years through initiative-taking communication and tailored service delivery.
- Develop and execute a comprehensive social media content strategy that leads to a 75% increase in follower growth and a 60% boost in post engagement across key platforms.
- Manage all executive-level support for a diverse client base, including complex calendar management, financial administration (including invoicing, accounts receivable, and expense tracking, utilizing tools like GoHighLevel to ensure a 100%

on-time payment rate), detailed travel coordination, stakeholder communication, and efficient email inbox triage.

- Cultivate robust client relationships and manage contract negotiations with partners, achieving a 95% client retention rate and boosting profitability.

Virtual Executive Assistant to DSP Supervisor & Program Director | Quality Touch

Community Care | Remote *July 2025 – Present*

- Manage and continuously update the executive's task list, meticulously checking off completed items to ensure seamless workflow efficiency.
- Streamline executive correspondence by diligently checking, labeling, filtering, and organizing a high-volume email inbox.
- Coordinate and lead administrative meetings, including weekly QTCC Start and End of Week Meetings, to align team objectives.
- Perform daily data entry for attendance logs, support coordinator contacts, and visit notes, maintaining organized and accessible records.
- Maintain compliance by preparing and completing periodic client notes checking (e.g., 2024 and 2025 notes) by required deadlines.
- Systematically upload files, recaps daily notes, and meticulously prepare materials for the following day to ensure seamless operational flow.
- Own the initial candidate management process by scheduling Zoom/Google Meet interviews for potential DSP, Receptionist, Transportation Supervisor, and Driver candidates with hiring managers.
- Manage the recruitment pipeline by uploading all resumes to Google Drive, creating and maintaining updated applicant spreadsheets, and sharing access with the HR and executive team.
- Initiate the formal onboarding process for new hires by deploying crucial DocuSign documents (e.g., Background Authorization, Confidentiality Agreement) and request all required employment paperwork.
- Communicate with candidates to schedule and confirm mandatory pre-employment steps like drug tests, background checks, and fingerprinting appointments (IdentoGO).
- Support a diverse workforce by translating job application form fields into Spanish on JotForm and conducting phone interviews in Spanish with potential DSP candidates.

- Resolve all incoming inquiries and concerns from DSPs, clients, and Support Coordinators through prompt email responses and extensive phone communication.
- Execute frequent, large-scale email campaigns and blasts to all Support Coordinators via Sender.net to promote agency services, including recurring RESPITE events.
- Conduct initiative-taking outreach (via phone and email) to Support Coordinators for CBS clients to determine service tiers and request updated Service Delivery Receipts (SDRs) required for billing.
- Draft professional correspondence, including formal welcome emails, client annual reports, and service overviews.
- Develop and implement legal compliance elements on the company website, including the privacy policy, terms and conditions, and disclaimers.
- Update the company website on GoDaddy by integrating new features like a Scheduling App for Day Hab Tours and Job Applications and embedding the new JotForm job application.
- Develop and prepare program materials, including visual boards, activity calendars, and flyers, to enhance program engagement and communication.
- Assist with various special projects, including respite planning, form development, and visual aid creation, contributing to successful program execution.
- Actively support the client intake process and ongoing communication efforts, adapting to evolving responsibilities in a growing organization.

Remote Administrative & Communication Support Assistant | Quality Touch Community Care | Remote *May 2025 – July 2025*

- Managed and monitored company email communications, ensuring timely and professional responses and reducing average response time by 20%.
- Provided bilingual (English/Spanish) support to DSPs, Support Coordinators, and clients, addressing needs and resolving 90% of inquiries on first contact, contributing to a 95% client communication satisfaction rate.
- Functioned as a key liaison between the company, clients, and team members, facilitating seamless communication and resolving concerns.
- Conducted follow-ups with potential clients to nurture relationships and support client acquisition efforts.

- Adapted to evolving responsibilities, undertaking additional administrative and communication tasks as required by business scaling.
- Maintained organizational effectiveness and ensured timely, accurate task completion in a remote environment, improving administrative task completion rate by 15%, and overseeing internal systems and CRM platforms (HubSpot, Salesforce, GoHighLevel).
- Orchestrated daily operations to ensure seamless business flow and productivity.
- Spearheaded key projects and company strategies.
- Streamlined processes to enhance operational efficiency.
- Managed comprehensive internal and external communications.
- Supported high-level documentation and contract management.
- Exercised executive decision-making in support of business operations.
- Collaborated closely with the CEO and team to drive company growth.

Sales Specialist I | Blxck One Group | Remote (Contract) *January 2024 – April 2025*

- Developed and executed strategies to generate leads through compelling social media content, utilizing targeted tags and keywords to maximize post visibility and attract a global audience.
- Leveraged in-depth knowledge of Blxck One Group LLC's products and services to effectively target and engage potential clients across various platforms, including in-person, phone, email, online, and social media.
- Exceeded monthly sales targets by 40% or higher, consistently achieving over \$35,000 in revenue within twelve months.
- Conducted over 50 product demonstrations and sales presentations per month, leading to a 40% conversion rate for new accounts.
- 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 Blxck One Group LLC's social media accounts.
- Identified and escalated high-value opportunities, generating an additional 15% increase in large-scale contract closures.
- 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.

Talent Acquisition Partner | THCO - We Are Hiring | Remote (Contract) *January 2024 – April 2025*

- Utilized Talen.ai to pinpoint potential clients in Finance, Tech, Healthcare, Hospitality, Retail, & Architecture, targeting companies with 20+ employees with latent hiring needs.
- Identified companies with latent hiring needs beyond public job postings.
- Researched company profiles and LinkedIn to identify key hiring decision-makers (C-Level, VPs, Directors, HR).
- Prepared for client outreach (email/cold calls) to introduce THCO's recruitment, onboarding, & financial planning support.
- Compiled contact info for 50+ prospects, detailing their business and potential as clients for strategic outreach.
- Scheduled over 100 qualified appointments daily, consistently achieving a 40% appointment-to-sale conversion rate.
- Achieved revenue growth of 10% quarter-over-quarter by effectively qualifying prospects through cold outreach and strategic outbound calling campaigns.
- Collaborated with the sales team to generate \$500,000+ in new business revenue, demonstrating significant contribution to overall business growth.

Appointment Setting Specialist - B2B Sales Development | TeamingPro | Remote (Contract) *May 2021 – December 2023*

- 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.
- Spearheaded appointment generation for TeamingPro's BD Accelerator program, connecting businesses with professional networking solutions.
- Qualified prospects and scheduled demonstrations of TeamingPro's business development platform.
- Executed targeted outbound calling campaigns to C-level executives and business owners
- 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 40%+ conversion rate on scheduled appointments

Regional Sales Partner | Fleekminds | Remote (Contract) April 2020 – April 2021

- Spearheaded comprehensive business development and lead generation, identifying and prospecting new clients in the Norwegian market for software and IT staffing.
- Developed and executed strategic sales plans consistently exceeding regional sales and revenue targets by expanding market share and building a robust sales pipeline.
- Managed the full sales cycle, from preparing compelling proposals and quotes to expertly negotiating contract terms, pricing, and timelines with management.

- Monitored sales processes to ensure seamless transitions from sales closure to project execution, optimizing client experience.
- Cultivated and nurtured long-term, high-value relationships with key decision-makers, acting as the primary contact for exceptional pre-sales and post-sales satisfaction.
- Analyzed complex client business needs to propose and deliver tailored software project and IT staff augmentation solutions.
- Coordinated effectively with internal project management, delivery, and technical teams to ensure successful and timely service and project execution.
- Conducted in-depth market research to identify emerging industry trends, competitor activities, and customer needs, informing strategic market expansion.
- Represented the company at prominent local industry events, networking functions, and trade shows, strengthening brand presence and establishing trust in Norway.
- Developed and implemented localized marketing and promotional materials, providing critical market feedback to enhance service offerings based on regional demands.
- Leveraged a strong understanding of IT services, software development methodologies (Agile, Scrum), and IT staffing models to effectively communicate technical concepts to diverse stakeholders.
- Collaborated closely with cross-functional teams, acting as a vital liaison between clients and internal departments to proactively resolve issues and ensure seamless project delivery.

Administrative Assistant | Our Lady of Mt. Carmel - St. Benedicta - St. Mary of the Assumption Roman Catholic Church | Staten Island, United States *January 2019 – March 2020*

- 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.
- Provided comprehensive administrative support to management staff, including scheduling meetings, preparing agendas, and maintaining records.

Online Tutor | UPchieve | Remote *January 2016 – December 2018*

- Provided online tutoring in 20+ subjects to over 200 low-income high school students, fostering academic growth and confidence.
- 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.

Administrative Assistant | Bellevue Hospital Center - Dermatology Department | New York, United States *January 2013 – January 2015*

- Completed daily administrative tasks 20% faster than 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.

Third-Grade Teacher Assistant | P.S. 10 A Magnet School for Math, Science, and Technology | Brooklyn, United States *January 2012 – January 2013*

- 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

Bachelor of Arts (BA): Traducción e Interpretación / Translation and Interpreting |
Universidad Internacional De La Rioja (UNIR) | Logroño, Spain *Expected in December 2029*

Bachelor of Arts (BA): Psychology and Mathematics | Hunter College | New York, NY
January 2022

CERTIFICATIONS

- Digital Marketing Internship Program (2024 and 2025) - *Boosted organic site traffic by 40%.*
- Certificado de culminación del Curso de Asistente Virtual (Certificate of completion of the Virtual Assistant Course) (2024 and 2025)
- Uso Estratégico de IA para Emprender (Strategic Use of AI for Entrepreneurship) (2024 and 2025) - *Applied strategies to grow customer reach by 25%.*
- Microtendencias y SEG (Microtrends and ESG) (2024)
- Comienzo mi negocio (Starting My Business) (2024)

LANGUAGES

- **Spanish:** Native or Bilingual Proficiency
- **English:** Native or Bilingual Proficiency