

# JOY AMANI

Executive Administrative Assistant & Virtual Operations Specialist

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## Profile

Resourceful and dependable **Executive Administrative Assistant, Virtual Assistant, and Media Manager** with **4+ years of experience** supporting businesses to operate smoothly, efficiently, and strategically. I specialize in handling administrative workflows, digital marketing operations, SEO & content support, and performance analysis so entrepreneurs and teams can stay focused on growth and core priorities. I'm recognized for my **attention to detail, proactive communication, deadline-driven mindset, and consistency in delivering quality outcomes**. My experience spans diverse tasks including scheduling, email management, digital campaign support, data entry, content creation, and client coordination. I thrive in environments that demand resourcefulness, initiative, and a strong service orientation.

## Professional Experience

02/2026 – Present    **Londes Digital Marketing**  
Spencerport, New York    Digital Marketing Assistant

02/2024 – 02/2026    **Fluid Drive Media**  
Frisco, Texas    Media Manager

I support digital marketing operations with a strong focus on Google Ads management, social media management, SEO-driven content, and performance analysis. I assist with the setup, monitoring, and optimization of Google Ads campaigns, including keyword research, ad copy alignment, audience targeting, and performance tracking to support lead generation and campaign efficiency. I also manage and support social media platforms by planning content, scheduling posts, maintaining brand consistency, and monitoring engagement to improve online visibility and audience interaction. Through regular analysis of engagement metrics and campaign data, I help refine content and advertising strategies to ensure they align with business objectives.

In addition, I contribute to SEO focused blog content by researching topics, optimizing on-page elements, and structuring content to improve search visibility. I prepare performance reports, track insights using analytics tools, and collaborate with internal teams to ensure timely execution of digital initiatives.

10/2020 – Present    **Freelance**  
Virtual Assistant

I provide comprehensive administrative, digital, and website support to entrepreneurs and small businesses. My work includes WordPress website management, content publishing, and on-page SEO optimization such as meta titles, descriptions, headers, internal linking, and page structure to improve search visibility and user experience.

I support web development and site maintenance by creating and updating pages, adjusting layouts using WordPress page builders, ensuring mobile responsiveness, managing plugins, and keeping website content accurate and up to date. I also assist with SEO audits, keyword implementation, blog content management, and website organization to align sites with business goals.

I provide administrative and operational assistance, including email and calendar management, data entry, CRM updates, research, client communication, customer support, lead follow-ups, and content scheduling. I also support social media management, Google Ads assistance, analytics tracking, reporting, and digital workflow organization, helping clients maintain consistency, efficiency, and a professional online presence.

12/2023 – 12/2023

### Unilever

Laborer

Completed a short-term production support contract, assisting with operational and labor tasks within a structured, fast-paced manufacturing environment. Supported daily production activities, adhered to safety and quality standards, and worked collaboratively with team members to meet time-sensitive targets. This role demonstrated reliability, adaptability, and the ability to quickly integrate into established workflows skills that translate directly into my professional approach to administrative and digital support roles.

## Skills

### Administrative & Organizational Support

- Email & inbox management
- Calendar scheduling & travel arrangements
- Data entry & document preparation
- CRM oversight & client follow-ups

### Client & Project Support

- Customer service excellence
- Research & market insights
- Cold calling & lead follow-up
- Project coordination support

### Digital & Media Management

- Google Ads campaign support
- Google Analytics reporting & performance metrics
- Digital strategy assistance & marketing reporting
- SEO optimization & keyword research

### Technical & Tools

Google Analytics • Google Ads • SEO Tools • Microsoft Excel • Web Development Tools • Email Marketing Tools • Project Management Platforms

### Content & SEO Support

- Blog content writing and strategy
- On-page SEO and web content optimization
- Audience engagement insights
- Content planning & execution

## Languages

English



## Certificates

### Mental Health, Recovery and Community Inclusion

World Health Organization

### Basic Counseling Skills For Peer Counselors

KCA University

## Organisations

09/2023 – 12/2023

### Fairmile School

Caregiver

Provided structured and compassionate support to children with special needs, assisting with daily routines, learning activities, and play-based development. This role strengthened my communication, adaptability, and attention to individual needs skills that translate directly into my professional approach to client support, organization, and responsiveness.