



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

02/2024 – Present
Frisco, Texas

Fluid Drive Media

Media Manager

In this role, I support digital marketing and content initiatives by creating and managing SEO-driven blog content aligned with business goals and audience intent. I contribute to content strategy by researching relevant topics, optimizing on-page elements (including keywords, meta descriptions, and formatting), and ensuring content is structured to improve visibility and search performance. I regularly analyze audience engagement and performance insights to refine content direction and improve reach, helping campaigns resonate more effectively with target audiences. Through consistent content planning and execution, I have supported improved online presence, stronger engagement metrics, and more cohesive digital messaging across platforms. I also assist with reporting and collaboration across marketing and operations teams to ensure timely delivery of digital initiatives.

10/2020 – Present

Freelance

Virtual Assistant

As a freelance Virtual Assistant, I provide ongoing administrative, content, and digital support to entrepreneurs and small businesses across multiple industries. My work includes blog content creation, content scheduling, and on-page SEO optimization to help clients strengthen their online visibility and maintain consistent brand messaging.

I support content planning from ideation through execution, ensuring deadlines are met while maintaining quality and alignment with client goals. By combining organizational support with content and SEO assistance, I have helped clients stay organized, improve workflow efficiency, and maintain an active, engaging online presence without overwhelming their internal teams.

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.

Key Impact:

Supported multiple content and administrative projects simultaneously while maintaining accuracy, meeting deadlines, and improving digital organization and audience engagement for clients.

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.

Education

Counseling Psychology

KCA University