

LAURA GREENBERG

Email: laura@laura-greenberg.com Phone: (828)424-8757

Website: <http://laura-greenberg.com>

RELEVANT EXPERIENCE

Freelance WordPress and Tech Virtual Assistant

Asheville, NC or Remote | 2016 – Present

As a freelance WordPress and Tech VA, services provided include:

- Creating fully customized and mobile-responsive WordPress websites
- Website conversion to HTML/CSS or WordPress
- Website updates and maintenance to existing websites
- Email marketing support and management
- Project Management
- Google Analytics reporting
- Audio and Video Editing
- Zapier integrations

Freelance Virtual Assistant

Asheville, NC or Remote | 2013 – Present

As a freelance Virtual Assistant, services provided typically include:

- Website testing and content updates
- Google Analytics reporting
- Posting to social media and creating social media graphics
- Project management
- Online research
- Database management and organization
- Email management

Vice President of Operations

CSurgeries (csurgeries.com) | Remote | 2013 – 2016

As VP of Operations, I helped to grow the business from the initial start-up phase to what is now a profitable business in a highly specialized field (multidisciplinary, peer-reviewed surgical videos), with over 200 publications as of 2016. Duties included:

- Daily management of all website operations to ensure a flawless and efficient submission and publication process
- Handling all correspondence with video authors, reviewers, stakeholders and editorial team members
- Video and photo editing
- Creating and editing website content
- Posting to social media
- Creating and sending newsletters

Sr. Research Associate

Children's Hospital of Pittsburgh | Pittsburgh, PA | 2011 – 2013

As the only Research Associate for the Pediatric Otolaryngology (ENT) department, I worked with hospital faculty and medical students to plan and implement various research activities; several were successfully published in academic journals and several others were presented at medical conferences. Specific duties included:

- Day to day management of research projects
- Drafting research proposals and research documents
- Conducting informed consent and interviews with patients and families
- Gathering and organizing data from medical records
- Creating and managing research databases
- Performing data analyses and reporting results

EDUCATION

Indiana University of PA
Master of Arts in Sociology

East Stroudsburg University of Pennsylvania
Bachelor of Arts in Sociology

SKILLS

Front-End Development Skills

HTML5

CSS3

Mobile-Responsive Design

Back-End Skills

E-commerce Set-Up/ Management

WordPress

FTP

Domains/Hosting

Google Analytics

Zapier Integrations

Design Skills

Adobe Photoshop

Canva

GIMP

Photo Editing

Video Editing

Professional Skills

Content Creation and Editing

Excellent Communication Skills

Email Marketing Management

MailChimp/ AWeber/ Gmail

Project Management

Search Engine Optimization

Social Media Posting