

CLAUDIA LUCIA SANCHEZ

Virtual Assistant | Founder Support | Digital Marketing | Online Business Operations

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SUMMARY

I'm a **Virtual Assistant specialising in Founder & Business Support, Digital Marketing and Operations**. My background combines operations coordination, B2B SaaS marketing and freelance business support. I help founders and growing teams **organise projects, coordinate day-to-day operations and keep marketing initiatives moving**, with hands-on experience across webinars, HubSpot CRM, email and content marketing, workflows, documentation and digital project coordination. London/Barcelona native with a Business Management degree, I provide support teams with a tech-savvy, process-oriented global approach.

EXPERIENCE

Digital Marketing & CEO Support in SaaS Startup

PriceBeam 08/2023 - 06/2026 London (Remote)

- Established marketing team structure and process design to optimize cross-team collaboration and Project Management efficiency
- Authored blog/website content, 1-pagers, videos, infographics and visuals to build a digital assets library to support the sales pipeline
- Managed full webinar's lifecycle (email, visuals, workflows, metrics); coordinated events, conference, logistics, and promotion
- Executed LinkedIn organic growth and event management, resulting in a 30% increase in brand visibility
- Streamlined the process for managing content creation and marketing assets, ensuring timely delivery and alignment with the campaign calendar
- Executed a content plan that aligned with SEO best practices, contributing to overall business growth

Virtual Assistant (Remote)

Freelancer 01/2023 - 08/2023

- Founder Support: Assisted with admin task prioritization to ensure smooth CEO support and time-saving
- Operations & SOPs: Created structured processes and SOP creation for workflow optimization and documentation via Google Workspace
- Digital management: Managed Slack, email campaigns, and e-commerce assets

Operations Coordinator & Leadership Support

Pod Talent 06/2021 - 06/2023 London (Hybrid)

- Managed event planning, team building, project delivery and stakeholder communication to ensure cross-functional alignment
- Event coordination, travel and accommodation booking
- Tracked KPIs and the sales pipeline via spreadsheets and reports in partnership with the Finance Director for Admin & Finance
- Acted as right hand to the Operations Director, managing daily priorities to ensure smooth running of the business

Customer Success Specialist

Edwardian Group (Radisson Blu) 02/2014 - 03/2015 London

- Managed the switchboard and database logging while resolving guest complaints through proactive problem-solving and strategic thinking

Receptionist | Guest Service Coordinator

NH Harrington Hall & Radisson Blu Edwardian Vanderbilt

05/2012 - 02/2014 London

- Handled daily banking, VIP planning, and management reporting, using proactivity and coordinating skills to oversee guest relations

SKILLS

- Event planning & logistics coordination
- Guidelines
- Internal processes
- Landing pages & digital content management in B2B
- Content Marketing
- Operations
- Founder and team support
- Operations executive support
- Webinar planning and execution
- Process Optimization
- Projects & process management
- remote-ready
- Stakeholder Communication
- Tech-Savvy
- Website CMS editing & blog publishing
- Campaign Marketing
- Product Marketing

Tools & Softwares

- Canva Camtasia
- ClickUp
- Google Workspace
- HubSpot
- Microsoft Office, Sharepoint & Planner
- ActiveCampaign
- Asana
- Zoom
- Zapier
- Meta Suite
- Loom
- WordPress
- Hotmart
- Vimeo

KEY ACHIEVEMENTS

Boosted Brand Visibility

Increased brand visibility by 30% through LinkedIn event management and content strategy.

Enhanced Process Efficiency

Implemented processes that improved project management efficiency by 25% within startup.

Event Coordination Success

Coordinated over 30 events, increasing stakeholder engagement by 20% within two years.

Optimized Content Creation

Streamlined content creation processes, reducing delivery time by 15% and improving alignment.

LANGUAGES

ENGLISH
Proficient



SPANISH Native



EDUCATION

BA (Hons) Degree in Business Management

Canterbury Christ Church University

09/2021 - 03/2024 London

GPA Upper Second-Class Honours / 4.0

- Subjects: PPD, Innovation and Enterprise, Managing People, Sales and Marketing, Business Environment, Business Finance, Logistics and Supply Chain Management, Developing Collaborative Relationships and Digital Technologies

Virtual Assistant Traineeship Programme

Aited