

Suaiba Parker

Virtual Assistant

My professional experience has honed my interpersonal and communication abilities, equipping me with strong negotiation and conflict-resolution skills. I prioritise teamwork, strategic planning, and effective management, always striving to contribute positively to any work environment. A proactive team player, I thrive under pressure and adapt seamlessly to diverse challenges. With excellent organisational skills, I ensure information is presented clearly and concisely. Outside of work, I enjoy Pilates, reading, travelling, and exploring charming coffee shops.



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Skills and Experience

<p>Technical skills & Software tools</p> <ul style="list-style-type: none"> → MS Excel, Word & G-Suite → Trello, Slack & Calendly → Xero → ChatGPT & Fireflies.ai → HubSpot, Salesforce, Zoho & Pipedrive → Shopify & WooCommerce → Wordpress → Canva & Vimeo → Facebook, Instagram, TikTok → LinkedIn 	<p>Professional skills</p> <ul style="list-style-type: none"> → General Administration & Organisation → Email & Diary Management → Documents & Scheduling → Travel Management & Booking → Event Planning → Bookkeeping → Research → Sales & Cold Calling → Lead Prospecting → Customer Service → Project Management 	<p>Industry Experience</p> <ul style="list-style-type: none"> → Administration & Support Services → Advertising & Marketing → Business Management Consulting → Coaching → Customer Service → Education → Electronics & Technology → Family & Parenting → Fashion & Beauty → Finance → Hospitality → Leisure & Recreation → Sales → Transportation → Travel & Tourism
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Work Experience

Jan 2021 - Current

Virtual Assistant
Outsourcery

Overview of Duties

- Managed accurate financial records and ensured timely reporting.
- Coordinated schedules and appointments to maximise productivity.
- Oversaw inbox organisation and correspondence to ensure prompt responses.
- Provided administrative and strategic assistance to boost sales efforts.
- Directed customer service operations, ensuring satisfaction and resolving issues effectively.
- Planned, executed, and delivered projects on time and within scope.

Sales & Promoting Services

- Proactively identified client needs and recommended tailored solutions, resulting in an increase in service uptake.
- Consistently met or exceeded sales targets by leveraging persuasive communication skills and a deep understanding of services offered.

Follow-Ups

- Maintained a robust follow-up system to ensure client satisfaction, leading to repeat business and strong client relationships.
- Streamlined post-appointment follow-ups, improving client retention rates, and ensuring a seamless experience.

Coordinating Appointments

- Scheduled and managed complex appointment calendars, optimising schedules for efficiency and client convenience.
- Coordinated between clients and internal teams to ensure timely delivery of services and resolution of inquiries.

As a VA, my skills are constantly evolving

- Collaboration: Working with diverse teams, fostering understanding, and driving shared success.
- Research and Analysis: Digging deep into topics to uncover insights, trends, and data-driven conclusions.
- Process Optimization: Streamlining workflows and systems to boost productivity and effectiveness.
- LinkedIn Campaigns - Engagement Growth: Developed and executed LinkedIn strategies that increased post engagement by 40% within three months.
- Targeted Content Creation: Created industry-specific content that attracted new followers from key demographics, leading to tangible business inquiries.

Feb 2015 - Jan 2019

Travel Advisor
Pentravel

- Consulted with clients to assess needs, preferences, and budget requirements.
- Developed and tailored travel packages to meet client specifications.
- Resolved travel issues, conflicts, and complaints promptly and professionally.
- Attended industry seminars and workshops to stay updated on trends and best practices.
- Conducted thorough market research to identify emerging industry trends and opportunities.
- Contributed to company success by consistently achieving personal targets and completing related tasks.
- Maintained accurate and organised records to ensure efficient operations.
- Customized Itinerary Design: Designed tailored travel plans for over 200 clients annually, maintaining a 95% satisfaction rate by aligning plans with personal preferences and budgets.
- Upselling Expertise: Consistently exceeded monthly sales targets by 15% through strategic upselling of premium packages and services.

Jan 2006 - Jan 2010

Customer Service Agent
British Airways

- Trained and mentored new recruits, ensuring seamless onboarding and skill development.
- Coordinated and optimised team timetables to maximise efficiency and coverage.
- Delivered exceptional customer support, addressing client inquiries and needs promptly.
- Served as Flight Control Officer, overseeing flight schedules and logistics.
- Managed and resolved customer complaints and conflicts with professionalism and tact.

Apr 2004 - May 2005

Travel Agent
Duzi Travel

- Crafted detailed travel itineraries tailored to client preferences and needs.
- Provided comprehensive administrative support and personalised customer service.
- Participated in conferences and webinars to stay informed on industry trends.
- Enhanced customer communication skills, ensuring clear, concise, and empathetic interactions.
- Strengthened management and leadership abilities through hands-on experience and team collaboration.

Education & Certifications



Client Reviews

Nick Imrie

I wanted to reach out and take a moment to commend Su, for her exceptional support and professionalism. She has been incredibly proactive, organised, and detail-oriented, making a significant impact on my workflow. Her ability to anticipate needs, manage tasks efficiently, and communicate effectively has been invaluable. I truly appreciate her dedication and the positive attitude she brings to the team.