

RESUME OF

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Small Business Assistant™

I'm a trained *Small Business Assistant*™ having successfully completed a 1-year program in managing and performing the administrative activities in a small business, during my 4th year of high school, in the Atlantic City School system [or in a 1-year AC adult education program].

My final grade is **B+ or 90**.

I am trained with a hands-on working knowledge of many of the programs and applications commonly used by small business and can handle almost any kind of computer or internet technical problem occurring in a small business, small non-profit, governmental organization or non-governmental organization (a "Small Entity"), or with a self employed person. If I can't solve a technical problem myself, I have been trained how to obtain the needed professional help and to do so with the least amount of involvement and interruption for the Small-Entity owner or manager. I can take over and perform the tedious activities that prevent the Small-Entity owner or manager from expanding the specialized activities of your type of business.

The type of programs, applications, equipment, software, systems or events I can probably take over and handle for a Small Entity™ is quite broad, including the following areas or categories:

Marketing; Financial; Timekeeping, Billing and Collection; Calendaring and Scheduling; Technical Support; Telephone and Broadband; Saving Time of Owner/Manager; Websites; Video Production and Distribution; Social Networking for Owner/Manager; Computer Networking/Communications; Search and Information; Applications and Programs; Internet Transactions; Google -Additional; Equipment and Related Software; and Mailing and Delivery Services.

In addition to taking over the mundane tasks, my training has taught me to think like a Small-Entity™ owner or manager and figure out how to avoid using his/her time to solve a problem, to enable the owner/manager to concentrate on the business matters of higher value or requiring his/her attention.

The owner/manager has an hourly value to the Small Entity of perhaps \$100 to \$500 per hour and by hiring me this higher earning value of the owner/manager can be obtained by the entity.

On the next 2 pages I list specific things I have learned about and can help you with.

Marketing

- Blog marketing
- Public relations including press release distribution
- Use of graphics, logos and pictures
- Assisting in growth of business activities
- QR Codes and Generators, smart displays
- AdWords, Bing Ads
- Email lists and mass emailing techniques
- Groupon
- Robo-dialing
- National do not call list

Financial

- Cash flow monitoring
- Accounting/bookkeeping systems
- Paying bills
- Reconciling bank statements
- Quik Deposits of checks from office
- Password inventory and protection
- Credit card management
- Late-fee management
- PayPal, Wallet and other payment systems
- Obtaining refund or downloading or completion of incomplete purchases (e.g., software downloads, credit card processing applications)
- Identifying, auditing and reducing subscriptions, duplications and no longer needed, and automatic payments
- Kickstarter and clones
- Preparing projections and funding proposals

Timekeeping, Billing and Collection

- Maintaining timekeeping/expense system
- Periodic billing for time and expenses
- Making calls to collect overdue receivables

Calendaring and Scheduling

- Maintain calendar for owner or manager
- Assist in scheduling appointments

Technical Support

- Dealing with technical support including technical support telephone calls
- MyBook, external drives and flash drives
- Backups including offsite and scheduling

Telephone and Broadband

- Wireless broadband and protection
- Purchasing and installing broadband and telephone equipment and services
- Routers and administration
- Cell telephone and 3G/4G networks
- Smartphones and applications
- Smartwatches
- Skype and other Internet telephone systems

Saving Time of Owner/Manager

- Prioritizing my activities on a daily basis
- Dealing with immediate problems requiring resolution
- Doing personal errands with the understanding that this frees up the owner or manager's time to increase profitability of the whole entity and increase my own value and compensation
- Finding and retaining independent contractors to perform what I cannot do myself
- Set up system for telephone numbers
- Maintain inventory of supplies and reorder when necessary
- Set up email filters and manage email
- Organize, inventory and remove hard-copy files to offsite storage facility
- Screen calls
- Training others to take over areas of my responsibility needed for growth and success of the entity
- Unwanted solicitation by telephone or email

Websites

- Insuring against loss of website files (through backups, domain name renewal calendar)
- Managing domain names
- Consolidating domain name management
- Website maintenance
- Anti-virus protection
- HTML
- Adding website features such as search, blogs, email address capture, RSS feed, directions, social networking and YouTube links
- Filezilla and FTP
- Basic website creation
- Search engine operation (SEO)
- Landing pages
- Google Analytics

- Consolidating website servers

Video Production and Distribution

- Video shooting, editing and uploading
- Setting up shooting studio in office
- Streaming video
- Video conferencing
- YouTube with social network links
- Preparing Power Point presentations

Social Networking for Owner/Manager

- Facebook
- Twitter
- LinkedIn
- MySpace
- Meetup
- Pinterest
- Reddit
- NationBuilder

Computer Networking/Communications

- Computer networking (Google, Rackspace)
- Backups according to schedule
- Cloud computing (OpenStack, CloudStack, and Eucalyptus), to assist in transition to cloud computing, for saving time, money and resources through open-source, portable, scalable computing and elimination of legacy IT systems - cloud computing enables users to pay for what they use in an "elastic computing environment"
- Organizing and shortening links through Bitly
- Drop boxes
- Conversion of data from one form to another including list creation and maintenance

Search and Information

- Setting up systems, including forms
- Keeping inventory of hard-copy file location including files in storage
- Documents retention/destruction program
- Scribd
- Google Alerts
- Google and Bing - see WEBSITES above

Applications and Programs

- email, gmail, including periodic review for expected emails
- MS Outlook and MS Outlook Express
- Internet Explorer
- Google Chrome (and some limitations)
- Mozilla Firefox

- Wolfgang Alpha
- MS Office
- Adobe Acrobat, search and edit
- Spreadsheets
- Litigation support
- Database programs (e.g., for telephone numbers)
- Macro development (e.g., for MS Word and Excel)

Internet Transactions

- Internet Transactions: Amazon, ebay, Half, Craigslist, Kindle, movies, payment systems, money transfers

Google -Additional

- Google use assistance, with many different features, and ever increasing, such as Google Alerts, Google Wallet, YouTube, AdWords, Chrome, cloud computing

Equipment and Related Software

- ScanSnap (Fujitsu) with Adobe Acrobat
- Copier, scanner, fax machine, printer (multi-function equipment)
- Color printer and sparing use
- Saving money on toner cartridges
- Rerouting faxes to computer
- Notebooks
- iPods
- Kindle coordination
- Basic 3-D printing for manufacturing
- Basic robotics
- Obtaining adequate lighting and electrical service, outlets and surge protection

Mailing and Delivery Services

- Postage weighing, purchasing and printing systems
- Avoiding 13-ounce USPS rule
- Federal Express and others (air and ground)
- UPS (air and ground)
- Postal Express including USPS pickup services
- Arranging for messenger and delivery services