

Anna Mae Garcia

Senior Virtual Assistant · Operations & Marketing

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Six years working remotely for clients in the US and Japan. I've been the person who keeps the inbox, the calendar, the clients and the social media under control, and today I run operations for a US firm. Used to working across US and Asian time zones.

WHAT I CAN TAKE OFF YOUR PLATE

Admin

- Inbox and calendar management
- Client support
- Data entry and records
- Research: tools, markets, competitors
- Google Workspace

Operations

- Operations management
- Client onboarding
- Workflow design
- Vendor and cost tracking

Marketing

- Social media management
- SEO and paid ads
- Content and copywriting
- Website and landing pages

EXPERIENCE

Chief Operating Officer & Head of Marketing — May 2023 – Present

1st Class Accounting LLC (Blockchain Crypto Tax Prep) · Annapolis, Maryland, USA · Remote

Joined as Head of Marketing and Competitive Strategy; now run operations and marketing.

- Run day-to-day operations for a US crypto tax firm: client intake, quotes, payments and preparer workload, keeping every return on a 5 to 7 day turnaround.
- Handle client communication and onboarding, from first inquiry to a finished return.
- Manage the company's software, vendors and subscriptions, and track what each one costs every month.
- Built the company's whole client system (CRM) and its crypto tax logic in a few months: intake, quotes, client records, payments and the preparer workflow in one place.
- Automated about 90% of the work, safely: the routine steps run on their own, and a person approves anything that reaches a client.
- Built the company's marketing engine, which schedules posts across X, LinkedIn, Instagram, Facebook, YouTube and the blog from one place.
- Run the website, landing pages, SEO, paid ads and campaign reporting.

Communications Officer — Jan 2022 – Jan 2023

AOBA Japan International School · Tokyo, Japan · Remote

- Ran the school's newsletters, yearbook, parent letters, social media and printed materials.
- Handled calls, emails and event conversations with prospective parents.

Real Estate Virtual Assistant & Marketer — Jan 2020 – Oct 2021

PowderLife Hokkaido · Niseko, Japan · Remote

- Researched the Niseko property market (prices, rental rates, local rules) for overseas investors.
- Wrote an investor travel guide and the social media plan, website and brochures that promoted it.

EDUCATION & LANGUAGES

BS Business Administration, Marketing Management

iAcademy, Makati · 2018 · Best Copywriting Advertisement

English (fluent) · Tagalog (fluent) · Japanese (JLPT N3) · Bahasa Indonesia (conversational)