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Coos Bay, OR 97420

## EDUCATION

Financial Accounting, College  
**Sophia Learning**,  
April 2026

Principles of Marketing,  
College  
**Sophia Learning**,  
December 2025

Computer Applications,  
College  
**Sophia Learning**,  
July 2025

Introduction to Information  
Technology, College  
**Sophia Learning**,  
July 2025

Managerial Accounting,  
College  
**Sophia Learning**,  
May 2025

Social Media Content and  
Strategy, Online course  
**Adobe**,  
March 2025

Esthetics

# KIRSTEN JENSEN

## PROFESSIONAL SUMMARY

I am a strong leader with a proven track record of driving revenue growth and improving business performance for multiple companies. Skilled in management, sales, marketing, and consulting, I identify problems quickly and implement effective quick solutions that deliver results. I also have experience deploying AI technology to enhance operations and create innovative strategies. If you want a dedicated, results-oriented professional who consistently helps businesses succeed, I'm the person to have on your team. Hire me, and you'll gain a loyal and committed partner focused on long-term growth and success.

## ACCOMPLISHMENTS

- Drove revenue growth exceeding 40% year-over-year by developing and executing data-driven marketing and operational strategies.
- Increased team productivity by 25% through innovative virtual assistant program design, enabling significant cost reductions for clients.
- Led targeted digital campaigns that boosted lead generation and sales by up to 30%, enhancing client market presence.
- Launched scalable digital platforms achieving 50% user growth month-over-month, unlocking substantial new revenue streams.

## SKILLS

- Project Manager
- Dispatch software communication
- Adobe InDesign
- Professional email communication
- Microsoft Excel
- Marketing analytics
- Dispatching
- Data entry
- Sales
- Pricing
- QuickBooks
- Wave Accounting
- Google Calendar
- Software sales
- Customer Service
- Content creation
- Marketing
- Data analytics tools
- TikTok
- Logo Design
- Writing skills
- Data analytics
- Accounting Software
- Digital marketing performance monitoring
- Microsoft Office
- Typing

## LANGUAGES

English - Fluent

- Organizational skills
- English
- Computer operation
- Social Media Management
- Productivity software
- CRM system proficiency
- Web Design
- Google Workspace
- Phone communication
- Customer service
- Multitasking
- Team leadership
- Detail-oriented
- Professionalism
- Social media strategy
- Digital media
- CRM management
- Content strategy
- Project management
- SEO strategies
- Client consulting
- Teamwork
- Multitasking Abilities
- Excellent communication
- Active listening
- Verbal and written communication
- Computer proficiency
- Strategic planning
- Marketing strategies
- Content management
- Receptionist
- Google Sheets
- Adobe Photoshop
- Photography
- Attention to detail
- Accounting
- Microsoft Outlook
- Salesforce Cloud
- Google Docs
- Problem-solving
- Team collaboration
- Decision-making
- Client relationship management
- Digital marketing
- Graphic design
- Email marketing
- Conversion optimization
- Google analytics
- Product marketing
- Social media management
- Marketing automation
- Problem-solving abilities
- Reliability
- Creative thinking
- Effective communication
- Microsoft office
- Customer complaint resolution
- Problem-solving aptitude
- Copywriting

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## WORK HISTORY

March 2018 - Current

**Map It Media - Senior Marketing Consultant and Project Manager**, Coos Bay, OR  
Senior Marketing Consultant & Virtual Assistant Manager

Map It Media.com, Coos Bay, Oregon

- Provided strategic marketing consulting and customized virtual assistant management services to high-profile clients, driving measurable business growth and operational excellence.
- Partnered with businesses to identify and resolve critical pain points, delivering cost-saving strategies and innovative solutions that enhance efficiency and profitability.
- Spearheaded comprehensive software testing and optimization initiatives to tailor

solutions that meet unique client needs and elevate user experience.

- Directed a skilled team of virtual assistants, overseeing administrative, marketing, accounts payable, and accounts receivable functions to streamline workflows and maximize productivity.
- Developed compelling, results-driven newsletters and email marketing campaigns that significantly boosted lead generation, customer engagement, and brand loyalty.
- Established and nurtured enduring client relationships through proactive contract management, retainer negotiations, and continuous performance analysis with strategic refinements.
- Utilized top-tier CRM systems—including HubSpot, Salesforce, Zoho CRM, and Microsoft Dynamics—to enhance sales pipeline management, automate marketing processes, and optimize customer segmentation.
- Integrated cutting-edge tools such as Google Workspace, AI-powered marketing platforms, and virtual assistant management software to amplify campaign impact and ROI.
- Managed professional client communications via email and phone, ensuring responsive, timely, and high-quality interactions that reinforce client satisfaction.
- Delivered comprehensive marketing and business support programs, blending strategic guidance with business coaching to support sustainable growth and long-term client success.

February 2015 - Current

**Mobile Beauty Team - Senior Project, Operations & Marketing Manager**, Coos Bay, OR  
Senior Project and Operations Leader — Mobile Beauty Team

- Oversaw scheduling and dispatch for 300 contractors across 13 states, ensuring efficient coordination and timely service delivery for a large mobile beauty workforce.
- Directed marketing and social media initiatives for high-profile clients, boosting brand visibility, client engagement, and retention rates through targeted strategies.
- Expertly managed contract and payroll administration, including accounts payable and receivable, multi-timezone logistics, and workflow optimization to maximize operational efficiency.
- Converted operational performance data into revenue opportunities through upsell strategies and KPI-driven reporting, enhancing profitability.
- Led large-scale field operations and appointment scheduling, consistently minimizing downtime and ensuring seamless service delivery across geographically dispersed teams.
- Oversaw contracts, contractor agreements, onboarding processes, compliance, and streamlined billing practices to reduce administrative overhead.
- Built and maintained digital infrastructure such as websites, CRM systems, and performance dashboards, providing transparent and actionable reporting that supports client retention and retainer sales.

Tools & Strengths:

Certified in HubSpot CRM, Google Workspace (Drive, Sheets, Forms, Slides), Microsoft Office Suite, GPS/Google Earth, Timely, QuickBooks, Wave App, Trello, Monday.com, Slack, Notion, ClickUp.

Expertise includes project management, contract and payroll administration, accounts payable and receivable, bookkeeping, client relations, social media strategy, and process improvement.

August 2016 - March 2020

**PDX ON THE GO - Courier & Personal Assistant Services**, Portland, OR

- Developed and maintained strong relationships with clients, delivering personalized and high-quality service tailored to their unique needs.
- Coordinated complex scheduling and logistics, ensuring fast and reliable

turnaround for personal assistant and courier services.

- Managed and supervised teams to optimize workflow and resource allocation, consistently meeting tight deadlines and maintaining operational efficiency.
- Served as key liaison between clients, vendors, and internal teams, facilitating clear communication and smooth project execution.
- Excelled in fast-paced, high-pressure environments by prioritizing multiple assignments while upholding exceptional service standards.
- Demonstrated discretion and professionalism handling sensitive information and high-profile client interactions.
- Efficiently managed appointment setting for clients, ensuring timely scheduling and seamless coordination with service teams.
- Utilized advanced GPS and delivery tracking software to monitor driver locations and progress in real time across multiple routes and time zones.
- Responded quickly to delivery or scheduling disruptions, implementing rapid fixes to minimize downtime and maintain client satisfaction.
- Coordinated communication between drivers, clients, and internal teams to ensure smooth, on-time service delivery.
- Maintained accuracy in scheduling adjustments and re-routing efforts to resolve unexpected operational challenges efficiently.

May 2001 - February 2015

**Makeup Artist On The Go - Licensed Esthetician and Certified Makeup Artist, San Diego, CA**

- Delivered expert makeup artistry and hair styling services with a focus on personalized client satisfaction.
- Actively managed client bookings and appointment scheduling, both in-person and via phone, ensuring seamless customer experiences.
- Maintained facility standards and efficiently handled administrative responsibilities to support smooth business operations.
- Developed and executed marketing materials and promotional campaigns to attract and retain new customers.
- Resolved client concerns promptly, fostering positive relationships and repeat business.
- Designed and launched a website to boost online presence and drive sales growth.
- Coordinated styling sessions with clear communication to assess and fulfill client needs and preferences.

June 1998 - June 2002

**Mixon Salon - Manager/ Receptionist, San Diego, CA**

- Oversaw daily salon operations, ensuring seamless workflow and maintaining high standards of customer service and staff performance.
- Supported salon staff with administrative tasks, addressing their needs, feedback, and resolving operational issues promptly.
- Effectively handled customer complaints, delivering timely resolutions to maintain client satisfaction and loyalty.
- Organized and led weekly and monthly team meetings, fostering clear communication and collaboration among staff.

- Developed and managed employee schedules, optimizing staffing to meet business demands and enhance productivity.
- Maintained accurate records and ensured compliance with salon policies, industry regulations, and quality standards.

May 1998 - 2001

**Dial America - Top Sales Representative**, San Diego, CA

Top Sales Representative, DialAmerica

San Diego, CA

Dates of Employment

- Consistently exceeded monthly and quarterly sales targets
- Closed high-value outbound sales
- Developed and maintained strong customer relationships, leading to repeat business and referrals.
- Mastered product knowledge and sales techniques to effectively address customer needs and objections.
- Trained and mentored new hires, improving overall team sales performance.

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## CERTIFICATIONS AND LICENSES

- QuickBooks Certified ProAdvisor January 2026 to Present
- Foundations of Project Management with Google Certification
- ChatGPT for Beginners: Using AI for Market Research October 2025 to Present
- Google Grow as a Manager Certificate 2025 to Present
- Google Engaging Video with Google Vids Certificate 2025 to Present
- Google Gemini in Google Drive Certificate 2025 to Present
- Google Gemini in Google Meet Certificate 2025 to Present
- Google Gemini in Google Sheets Certificate 2025 to Present
- Google Gemini in Google Slides Certificate 2025 to Present
- Google Gemini in Google Docs Certificate 2025 to Present
- Google Gemini in Gmail Certificate 2025 to Present
- Introduction to Google Workspace with Gemini 2025 to Present
- Self Guided Wellness Coach - NASM 2025 to Present
- Nutrition for Optimal Mental Health — NASM 2025 to Present
- Google Support Individual Growth and Development Certificate 2025 to Present
- Google Set and Achieve Team Goals Certificate 2025 to Present
- Google Create a High-Performing Team Certificate 2025 to Present
- Google People Management Essentials Specialization Certificate 2025 to Present
- Google Ads for Beginners 2024 to Present
- Driver's License
- Certified Business Coach
- Certified Life Coach
- Certified Law Of Attraction Coach
- Certified NLP Practitioner

- Certified Holistic Health Practitioner

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## **ADDITIONAL INFORMATION**

Authorized to work in the US for any employer