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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

KIRSTEN JENSEN

PROFESSIONAL SUMMARY

Operations and growth-focused professional with a proven track record of scaling businesses, optimizing systems, and driving revenue growth. Experienced in managing multi-state teams, improving workflows, and increasing client retention through strategic execution. Known for identifying inefficiencies quickly and implementing solutions that enhance performance, profitability, and operational efficiency.

Signature Strength: I help businesses organize chaos, improve systems, manage teams, and increase revenue.

CORE SKILLS & ACCOMPLISHMENTS

- Operations Management
- Project Management
- Team Leadership
- Process Improvement
- CRM Systems (HubSpot, Salesforce, Zoho)
- Client Success & Retention
- Revenue Growth Strategy
- Workflow Optimization
- Multi-State Team Coordination
- Contract & Payroll Management
- Marketing Strategy
- Data-Driven Decision Making
- Business Consulting

Key Achievements:

- Drove over 40% year-over-year revenue growth through data-driven marketing and operational strategies.
- Increased team productivity by 25% by designing an innovative virtual assistant program, enabling significant cost savings 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% month-over-month user growth, unlocking new revenue streams.

SKILLS

- Leadership and Executive Management
- Business Coaching & Mentorship
- CEO Leadership & Executive Decision-Making
- Team Leadership & Development

LANGUAGES

English - Fluent

- Project & Operations Management
- Client Relationship Management
- Sales and Customer Relations
- Sales Strategy, Client Acquisition & Retention
- De-escalation & Conflict Resolution
- Quick Problem Solving & Effective Solutions
- Professional Verbal and Written Communication
- Marketing and Digital Media
- Social Media Management & Strategy
- Marketing Analytics & Data-Driven Insights
- SEO Strategies & Conversion Optimization
- Content Creation & Copywriting
- Product Marketing
- Graphic Design (Adobe Photoshop, Adobe InDesign)
- Photography
- Data and Technology Skills
- Google Workspace (Google Calendar, Google Sheets, Google Docs)
- Accounting Software (QuickBooks, Wave Accounting)
- Typing & Computer Operation
- Core Professional Attributes
- Professionalism & Excellent Communication
- Teamwork & Collaboration
- Strategic Planning & Management
- Team Collaboration & Motivation
- Software Sales & Client Consulting
- Customer Support with High-Stress Clients
- Complaint Resolution & Customer Satisfaction
- CRM System Proficiency (Salesforce Cloud, CRM Management)
- Active Listening & Problem-Solving
- Digital Marketing & Performance Monitoring
- TikTok, Facebook, X, Snapcaht
- Marketing Automation
- Email Marketing & Campaign Management
- Content Strategy & Management
- Design and Creative Skills
- Logo & Web Design
- Creative Thinking & Visual Content Development
- Microsoft Office Suite (Excel, Outlook, Word, PowerPoint)
- Data Analytics & Marketing Analytics Tools
- Productivity Software Proficiency
- CRM and Dispatch Software Use
- Attention to Detail & Reliability
- Problem-Solving Aptitude & Quick Decision-Making
- Strategic Thinking & Decision-Making

WORK HISTORY

February 2015 - Current

Mobile Beauty Team - Senior Project, Operations & Marketing Manager, Coos Bay, OR

- Lead multi-state operations for a mobile service business managing 300+ contractors across 13 states
- Oversee scheduling, dispatch, contractor communication, payroll, contracts, onboarding, and compliance

- Manage accounts payable/receivable, billing workflows, contractor agreements, and client payment coordination
- Build and maintain systems including CRMs, scheduling platforms, dashboards, websites, and reporting tools
- Direct client communications, service delivery, appointment logistics, and high-profile event coordination
- Develop marketing, social media, email, and upsell strategies that increase bookings, retention, and revenue
- Use KPI reporting and operational data to identify bottlenecks, improve workflows, and increase profitability
- Train and support contractors/team members to improve consistency, professionalism, and service standards

March 2018 - Current

Map It Media - Senior Marketing Consultant and Project Manager, Coos Bay, OR

- Provide business consulting, marketing strategy, and operational support for small business owners and service-based companies
- Audit client operations, marketing, customer journey, costs, workflows, and software systems to find profit leaks
- Create marketing plans, content strategies, social campaigns, newsletters, websites, funnels, and brand messaging
- Manage virtual assistant teams covering admin, marketing, customer support, finance, and daily business operations
- Set up and optimize CRMs, automations, email systems, lead pipelines, booking tools, and client communication workflows
- Provide business coaching focused on revenue growth, client retention, cost reduction, and scalable systems
- Support clients with software selection, testing, implementation, training, and workflow improvement
- Build long-term client relationships through contract management, retainer support, and performance improvements

August 2016 - March 2020

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

- Managed scheduling, dispatch, routing, and logistics for courier and personal assistant services
- Coordinated communication between clients, drivers, vendors, and internal teams
- Used GPS and delivery tracking software to monitor routes, adjust schedules, and resolve disruptions quickly
- Managed client requests, appointment setting, service coordination, and time-sensitive personal assistant tasks
- Supervised teams to improve workflow, resource allocation, and deadline performance
- Handled high-pressure customer service, sensitive client information, and last-minute operational changes
- Maintained strong client relationships through clear communication, reliability, and fast problem-solving

May 2001 - February 2015

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

- Built and operated a client-based beauty service business with strong retention and referral growth
- Managed bookings, scheduling, client communication, marketing, website presence, and service delivery
- Created promotional campaigns and client experience strategies to attract and retain customers
- Delivered makeup, hair styling, skincare, and client consultation services
- Resolved client concerns professionally while maintaining loyalty and repeat business

June 1998 - June 2002

Mixon Salon - Manager/ Receptionist, San Diego, CA

- Managed front desk operations, appointment scheduling, customer service, and staff support
- Oversaw daily salon workflow, employee schedules, client concerns, and administrative tasks
- Organized team communication, meetings, and operational processes to keep the salon running smoothly
- Maintained records, supported compliance, and upheld service standards

May 1998 - 2001

Dial America - Top Sales Representative, San Diego, CA

- Consistently exceeded monthly and quarterly sales goals
- Closed outbound sales through strong product knowledge, objection handling, and customer rapport
- Built repeat customer relationships and supported new-hire training

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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SOFTWARE I AM SKILLED IN

Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro)
 Airtable & Notion (databases, workflows, and knowledge management)
 Audacity (audio editing and recording software)
 Base44 (business management software)
 BambooHR (HR management software)
 Business coaching training (practical operations & growth coaching)
 Calendly & Acuity (booking and scheduling automation)
 Canva (fast on-brand graphics and templates)
 ChatGBT
 ChatLLM
 Claude (AI assistant platform)
 ClickUp & Asana (project management, SOPs, team coordination)
 Connectteam (team communication and management)
 ElevenLabs (AI voice synthesis platform)
 FIN (business management software)
 Freshdesk (customer support software)
 Freshworks (customer engagement software suite)
 Front (shared inbox and team collaboration)
 GoDaddy (domain registration and web hosting)
 Gorilla Desk (service company management)
 Google Ads for Beginners
 Google Analytics (website analytics and marketing insights)
 Google Gemini
 Google Workspace (Drive, Sheets, Forms, Slides, Gmail, Docs)
 Get Timely
 Grok
 HubSpot (CRM, automation, sales pipelines)
 Hootsuite, Buffer & Later (social scheduling and analytics)
 HouseCall Pro
 Jobber (field service and scheduling software)
 Loom (video messaging and screen recording)
 Mailchimp & Klaviyo (email marketing & flows)
 Microsoft Power BI (business analytics and data visualization)
 Monday.com (project management and team collaboration)
 Nano Banana

Pipeline (sales and project pipeline management)
Pipedrive (CRM and sales pipeline management)
Podbean (podcast hosting and monetization platform)
Paypal (payments and checkout integrations)
QuickBooks (accounting and financial management)
QuickBooks Online and Desktop
Remote (global payroll and workforce management)
Salesforce (enterprise CRM and sales automation)
Service Fusion (field service management)
Shopify (stores, product management, checkout optimization)
Slack & Microsoft Teams (internal communication and collaboration)
Smartsheet (work execution and automation platform)
Social Media Content & Strategy — Adobe
Spotify (audio streaming and podcasting platform)
Stripe (payments and checkout integrations)
Telegram (secure messaging platform)
Titdo (project planning and collaboration)
Trello (visual project management and collaboration)
Wellness Coaching — NASM
WhatsApp (messaging and business communication)
Wix (website builder and hosting)
WordPress + WooCommerce (custom sites & e-commerce)
Wrike (work management and project collaboration)
YouTube
Zapier & Make (automations and app integrations)
Zendesk (customer service and engagement platform)
Zoom (video conferencing and webinars)
Zoho (suite of business, CRM, and productivity apps)

ADDITIONAL INFORMATION

Authorized to work in the US for any employer