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## About Me

### Hello! I'm **Juli Anna**



I am Digital Marketer and Virtual Assistant that is passionate about helping busy brands and business owners create and maintain an online presence through social profiles and websites.

I understand fully well that you need an extra pair of hands to manage other business tasks that you no longer have time to do. While you're focused on building your business, allow me to handle your business tasks that'll normally take up your time.

As a business owner you want to save some time to do more important roles in your business and I am here to help you and make that happen.

Please check out my **services** and **works** in the next few pages.



# Resume

## EXPERIENCE

### Digital Marketer

Griid Studios

November 2020 - FEB

## TOOLS & TECHNOLOGIES

Hootsuite

MailChimp

Canva

WordPress

AHRefs

Google Meet

Google Spreadsheet

Trello

Microsft Word

Microsoft Excel

Grammarly

Slack

Zoom

## EDUCATION

### Bachelors, Industrial Chemistry

Enugu State University of Science and Technology

2019 - 2023

### Senior School Leaving Certificate

Aguda Senior Grammar School

2013 - 2018

## SOFT SKILLS

Curiosity

Tenacity

Adaptability

Multitasking

Empathy

Teamwork

Honesty

Good Listener



## Services Offered

### Social Media Marketing and Management

Creating of social media contents.  
Scheduling of posts.  
Caption writing.  
Hashtag research.  
Audience engagement.

**Monthly Rate : \$200**

### Content Creation and Marketing

Blog post creation.  
Writing of email newsletters and welcome emails.

**Monthly Rate : \$200**

### Email Marketing

Creating email automations.  
Creating lead magnets.  
Creating and designing of landing pages.

**Monthly Rate : \$200**

**Hourly rate for SMM: \$15**

**Rate for just 1 blog post: \$100**



# 04a

## Sample of work

Guess what? [F-NAME], just subscribed!

Hi [F-NAME], thanks for subscribing.....

Don't remember what you subscribed to? Well, it's METRO DISCOUNT STORES.

But what is MDS? \*Stage lights on\*. MDS is an e-commerce store that's about to launch and is based in Europe.

Did I just hear a "what do you sell?". Ok....relax and let's get down to it.

AFRAH provides products ranging from groceries, fashion items for all gender and age range, surgical hand gloves, masks, wipes, purifiers, thermometers, disinfectants, sanitizers, electronics, home appliances, automobile parts. YES, YOU HEARD RIGHT. EVEN AUTOMOBILE PARTS!! All these are available and accessible with just a visit to our online store. Quality and premium products. AFRAH got you covered.

Oh.....someone just passed a note and it reads "how about the payment process?" Easy. You get to pay with your credit cards. A stress free payment method.

### Welcome email for AFRAH

You have trust issues with online payments? No worries. With AFRAH, you can also make payments on delivery. Did I just sense a smile? Sure, I did. Told you we got you covered.

Take part in the shopping once the store is finally launched and get yourself different range of products at the best possible prices that can be. Stay tuned to know when AFRAH is going live. You don't want to miss out.

I know you were waiting to hear this. So yes.....we'll also have an app which you can visit to browse our store. It's on its way. Exciting right? You don't have to deal with site issues. You see why you need to stay on board to keep yourself updated on all of these.

It's going to be amazing and you're gonna love it!

Don't tell me you haven't invited your friends to subscribe to get the full gist and benefits when we launch. You've got to!

What's more? You don't even have to move an inch from your bedroom. Ok, ok. I kinda lied. You'll have to, but only to get the door opened to receive your deliveries.



# 04b

## Sample of work

### VA process checklist

#### VA PROCESS CHECKLIST

Congrats Superhero VA or maybe a Super VA would do! You've finally dismissed all doubts, set the fears aside, regained your confidence and taken the decision to become a VA. Hurray!! Shall we raise a glass.....or maybe not just yet.

Ok, maybe before the VA initiation rites begin (just kidding), you might want to get yourself this important list \_ THE VA CHECKLIST. Just like the name implies, it's a list of things that you need to have checked and ready at the beginning stage of your VA journey. Wait, wait. Hold up! Don't tell me you haven't finalized and decided on the specific services you'd be offering. That should be the first and foremost step after your decision to join the VA community. After that, we can now hop on the checklist.

•Website/FB Business Page: you need an online presence for your personal brand (yep..... that's you. You now own your own brand. Look who's a boss). To make known your services to others, you need to be on social media (that large online village). You need to have a website too to have a web presence.

•Another aspect of being a VA is having your Packages/Pricing. This is the amount set by you to charge for the different services you offer (now you know why you need to have your services decided on at first). This one is a decision you have to make after putting time, tools/ softwares you'll use and other things into consideration. You can decide to have an hourly package (where you charge clients per hour) or a retainer package (which involves a recurring monthly payment or a down payment before work commences).

•Call booking system: is that aspect that shouldn't be left out. You need to have a channel through which clients can call so you can both discuss about work. It could be a Calendly to book a discovery call with you. You need to have it ready.

•Do you have your contract ready? Bet your answer is "NO". You can't afford to leave this behind. It's a written, but in this case an online document which is used to make the final agreement on a work that needs to be done. Guess what? A client reaching out to you for your services and chatting with you about it isn't enough. Nope, it isn't. You need to have it documented. And now you ask, "what needs to be included in this contract?". You asked.....here it is:

- A clear mention or lists of the services you'd be offering to them.

- Time range for delivering.

- The rate (very important).

- Payment date and late payment date limit (if monthly or retainer). You never can tell.

- You and your client's name, signature. Include the date as well.

Don't know how to go about this one? You can go online and search for VA contract templates. Pick one you find good. Edit if you feel the need to and save it.

•Let's not forget the "Proposal". Oh.....not the marriage proposal. This proposal is normally used for project works to pitch ideas to clients. Included in it is the purpose of the project, the expected end result, time range, what it entails, the needed resources and other necessary details.

•We aren't putting a full stop to this checklist without mentioning the payment system. Get ready super VA! You gonna be working with international clients as well and you've got to be ready for it. Now what is the best way to receive payment coming from other countries to your country? Well....I can't possibly tell as I don't know where your client's will be coming from. This is where you go do your research(told you not to raise your glasses yet). There are some systems that have been designed to make transfer and receiving of money easy especially from and to other countries of the world. PayPal, Stripe, Amazon pay and many others have been designed for this function.



# O4C

## Sample of work

### REAL ESTATE INVESTMENT

Real estate investment involves the sales, purchase and management of real estate. Real estate investment is one wise investment one can make.

Have you ever spared a minute to think about the many reasons why banks use real estates (houses, lands...) as collateral when one is applying for loans? Why not our beautifully tailored and designed clothes? Why not those fancy Louis Vuitton bags? What! Not even those expensive cars? Actually, it's because there are no "many reasons". It's just one main reason which is "THE EVER-INCREASING VALUE OF REAL ESTATE". Real estate like lands, houses... increases in value over time. For example, you can buy a house today, wait for the market value to rise and then sell it in the next 5 years for more than double the price you bought it. Yes, you heard that right. Real estate has real value.

Confused? Still not convinced on why you should invest in real estate? Ever heard about passive income? Bet you have. Now, how nice would it be receiving credit alerts while asleep. Guess you just smiled, well who wouldn't? But you can't just get there without taking some action. INVESTMENTS. Real estate to be precise is a very good investment option you'd be grateful you didn't miss out on in years to come.

### Real Estate Investment

Commercial real estate is one of the categories of real estate that'll be wise to invest in. Commercial property is any property that is used majorly for business purposes. It is a non-residential property. Commercial properties are meant for lease. They can also be called "rental properties" because their main use is to be rented out in exchange for money over a given period of time according to agreement. This is a very wise investment because you get a good ROI (Return on Investment). In other words, as time goes on you get more money than you initially invested.

You can buy rental properties like buildings, shops, lodges and then rent them out. This can be a source of passive income while you have your main source of income.

You can also invest in residential properties. Here you buy houses, lands with the aim of ownership and wait for the right time. Now the question is "when is the right time?". It's when the value increases. Real estate tends to appreciate over the years especially in developing areas.

"What do I do?" "How do I go about real estate investment?" "What are the things to know about it?" Let's walk you through that...

- Do lots of research on the real estate property you want to invest in (whether commercial or residential).
- Consider the location.
- Consider your budget.
- Know the local market.
- Go through a real estate agent or agent
- Do a proper check on the property to ensure everything is in order and to your taste and preference.
- Ensure the proper documents are completely available during the transaction and transfer of property.

"Don't wait to buy real estate, buy real estate and wait". Will Rogers, Actor.



# Testimonials.



Julianna did an awesome job helping me with a blog post for my website. In fact, she far exceeded my expectations. Her communication and writing skills are incredible. I definitely recommend her services and will be using them again in the future. Thanks for all your hard work Julianna!

**Jhenelle Francis**

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# Contact Me

## SOCIAL MEDIA

 Julia Ofoegbu

 Julianna DMS

 Julia Ofoegbu

 Juliannadms

 Juliastacey7

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06

# Certification



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THANK YOU

THANK YOU

THANK YOU

