

*Portfolio*

Virtual Admin &  
Research Assistant



*Nicole Kinkade*

# Topics I Care About

Animal Welfare  
Health & Wellness  
Child Development  
Education  
Mental Health  
Self Improvement  
Genealogy & Historical Preservation  
Books & Writing

You're here because you're a busy professional who needs tasks taken off your plate. I'm here to help you breathe easier!

I have over a decade of professional admin experience, and a Bachelor's in Business Administration.

My passion is helping busy professionals have more time to spend on what matters most to them.

# *My Skills*

*E-mail Management  
Calendar Management  
Website Management  
Social Media Management  
Invoicing  
Data Entry  
Research  
Purchasing  
Proofreading  
Formatting Documents  
Content Creation*

# *Tools I Use*

*Microsoft Suite  
Google Workspace  
Trello  
HoneyBook  
Adobe Acrobat  
Canva  
Facebook  
Instagram  
Wix  
Zoom  
Plann  
Zoho*

# My Experience

I spent five years as the Social Media Coordinator for a nonprofit, managing the online content and interactions for the organization's social media.

My mission was to provide resources and training information to special needs families and support professionals across the state of Iowa. This included using **Facebook Ads** and **HootSuite** to schedule posts. I also managed the website on **Joomla** and later **WordPress**, and tracked **Google Analytics** for quarterly reports. I also designed and distributed a monthly **Constant Contact** newsletter.

ASK Resource Center shared their event. May 25 · 🌐

If you're near the Dubuque area and the parent or foster parent of a young adult, you're not going to want to miss out on our FREE learning opportunity on June 11th.



**JUN 11** Dubuque: Planning for Successful Tran...  
Sat 8:15 AM · NICC Town Clock Business Center  
15 people interested · 6 people going

👍 Like    💬 Comment    ➦ Share

👍👎👤 221    Chronological ▾

While also working at ASK, I volunteered at Furry Friends Refuge, a local nonprofit and no-kill animal shelter. I managed their **Twitter, Snapchat, and Instagram** accounts. After the grant I worked under at ASK expired, I worked at Furry Friends Refuge as an Adoptions Counselor and continued to help with Social Media needs, including a bi-monthly MailChimp Newsletter. I also updated adoptees' photos on the website.



*Photo of myself and the cat I adopted while working at Furry Friends, Krissy*

While working at Furry Friends, I started working as an Administration Assistant for the City of Des Moines Cemeteries. I'm fond of finding work that allows me to stay close to my passions. I've been interested in genealogy since I was a teenager, so I was eager to help others discover their roots and long-lost relatives. I also lost my grandmother in 2016, and I wanted to help others who were also grieving.

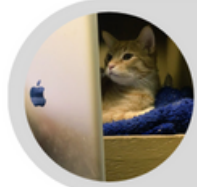
While working in cemeteries, I used my **research skills** to help family members locate loved ones and learned some new admin skills. I processed **invoices** and **receipts**, scheduled appointments using **Outlook Calendar**, and **responded to customer requests in-person, over the phone,** and via **e-mail**. I **indexed** scanned documents into a **SQL system**. I also handled **time entry** for employees and generated **invoice reports** through a program called **Tyler Munis**.

As 2022 came to a start, I knew something was missing in my life. I wanted to work from home, and I wasn't able to work from home in my position at the cemetery. I discovered a great opportunity through GetStuff.com, which allowed me to work on my own time and, best of all, work from home. I became a Virtual Assistant, handling a wide variety of tasks from **appointment setting** to **online shopping** to **ad creation** to **travel arrangements**. I loved working at Stuff, and I saw a great opportunity to expand my skills and offer what I've learned to businesses like yours.

Groupon Account	Main		★ ★ ★ ★ ★
Prom Hair Appointment	Main		★ ★ ★ ★ ★
Neuter and Rabies	Main		★ ★ ★ ★ ★
Olde Pink House Reserve	Main		★  ★ ★ ★ ★
Psychiatrist Appt	Main		★ ★ ★ ★ ★

Find a Dress	Live Review		★ ★ ★ ★ ★
Family trip to Germany	Live Review		★ ★ ★ ★ ★
Migraine Botox appt.	Live Review		★ ★ ★ ★ ★
Gynecology Appointment	Live Review		★ ★ ★ ★ ★
Chiropractor Appointment	Live Review		★ ★ ★ ★ ★
Custom Golf Balls	Live Review		★ ★ ★ ★ ★

# Canva Examples



## Dargo

Cool cat available for adoption. Friendly, loves hanging out with other cats.

HEY, IT'S DARGO! I'm 11 months young and excited to be taking over social media today. The humans thought since I'm in my prime, I'd be able to do this social media thing better than the older cats.

I'm a cool dude who keeps getting passed over at the shelter. I'm hoping to find a new home like my best friend Row recently did. We graduated the kitten room together, and I miss her!



## My Favorite Green Smoothie

Handful of spinach  
1/2 avocado or banana  
Cup of ice  
Vanilla protein powder



## The Benefits of Kindle Paperwhite

- Easily adjust the text and font
- Easy to read distraction free (no phone notifications)
- Lightweight
- Read anywhere light or dark
- Easily connects to library apps



## Testimonial

*"I have known and worked with Nicole Kinkade for nearly a decade now. She keeps up on cutting edge technologies and has a great eye for marketing and communications. Nicole helped the organization I run successfully design and launch a unique social networking platform that connected communities all across Iowa. She also effectively created and coordinated print and digital marketing for our statewide conference. Special projects and marketing are in good hands with Nicole."*

-Karen T., ASK Resource Center



*Thank You for Your Time*

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