

Abby Hendrick

Pinellas Park, FL, 33781 | 7275151529

abbychendrick@gmail.com | <http://www.abbyhendrick.com>

Adaptable and organized executive assistant with over 5 years of experience in administrative work and customer support, with a background in web development and a love for technology. Skilled in communication and problem-solving. Certified in Microsoft Office and IT Support, with expertise in web design, SEO, digital marketing, and Google Analytics.

EXPERIENCE

Mentor Mar 2024 - Present

Superpower Mentors, Remote

- Provides personalized, 1:1 online mentorship to support students in navigating neurotypical environments.
- Helped students become master self-advocates academically, socially, and emotionally.
- Demonstrated passion, empathy, and a commitment to making a positive impact on the lives of neurodiverse students on a daily basis.

Web Developer Apr 2023 - Present

Freelance / Self-Employed, Remote

- Crafted visually stunning and user-friendly websites using HTML, CSS, and JavaScript, ensuring seamless navigation and optimal user experience.
- Implemented effective SEO strategies and optimized website content to improve search engine rankings and drive organic traffic.
- Developed and executed comprehensive digital marketing campaigns, including social media management, email marketing, and content creation, to increase brand awareness and generate leads.
- Collaborated closely with clients to understand their business goals and objectives, translating them into actionable website design and marketing strategies.

Head of Client Acquisition Mar 2023 - Jan 2024

Opusxenta, Remote

- Developed email campaigns with a 42% open rate and 17% click-through rate.
- Developed and executed comprehensive business development strategies to drive client acquisition and revenue growth, resulting in a 20% increase in client base.
- Led and motivated a team of client acquisition specialists, providing guidance and support to ensure the achievement of individual and team targets.

Customer Support Specialist Aug 2021 - Jan 2023

Goldbelly, Remote

- Addressed inquiries, resolved issues, and ensured customer satisfaction through phone, email, and live chat.
- Utilized strong communication skills and product knowledge to exceed expectations and build lasting relationships with clientele.
- Provided exceptional service and assistance to valued customers as the frontline ambassador for the brand.

Senior Administrative Assistant Feb 2018 - Jul 2021

GrandVilla, Pinellas Park, FL

- Addressed and resolved customer concerns and complaints.
- Responsible for all purchasing and restocking of office supplies.
- Created reports and updated trackable metrics in spreadsheets.
- Answered, transferred, and took messages for over 100 phone calls a day.

EDUCATION

Bachelor of Science (B.S.) - Software Engineering

Apr 2022 - Jan 2025 (Expected)

Western Governors University

SKILLS

Problem-Solving, Communication, Web Development and Design, CRM Softwares, Email Marketing, Relationship Building, Customer Service, Supervision and Leadership, Event Planning, Detail-Oriented

LICENSES & CERTIFICATIONS

Google It Support 2021

Coursera / Google

Microsoft Office Specialist Master

Microsoft - 10661678

Fundamentals of Digital Marketing 2023

Google - 158630326

Google Analytics Individual Qualification 2023

Google - 158644260