

ALICIA BRENNAN

Virtual Assistant

Operations manager who came up through the VA seat and now runs remote support teams for agencies and coaching businesses. 11 years of experience, including 4 leading a fully remote team of 14. Owns hiring, training, quality, and client health, and reports directly to the founder or COO.

PROFESSIONAL EXPERIENCE

- **Operations Manager, Client Services, Fernwood Growth Partners, Remote (Savannah, GA)**
2022 – Present
 - Lead a distributed team of 14 VAs and 3 project coordinators serving a book of 62 recurring clients
 - Own hiring end-to-end: sourced, screened, and hired 22 contractors in 2023 with a first-90-day retention rate of 91%
 - Cut client escalations to the founder by about 70% year over year by installing a 24-hour response SLA and a weekly account-health scorecard
 - Manage a services P&L of roughly \$2.4M in annual recurring revenue, holding gross margin between 54% and 58%
 - Run the quarterly capacity plan in Notion and Float, keeping VA utilization in the 72% to 78% target band
- **Virtual Assistant Team Lead, Cobalt & Reed VA Studio, Remote (Savannah, GA)**
2019 – 2022
 - Led a pod of 6 VAs supporting coaches, course creators, and small law firms
 - Built the studio's onboarding curriculum in Loom and Notion, used to train 30+ VAs during my time there
 - Ran weekly 1:1s and monthly performance reviews; promoted 4 team members into senior VA roles
 - Held pod utilization above 80% for 7 straight quarters
 - Served as the escalation point for 5 anchor clients billing a combined \$38,000 per month
- **Senior Virtual Assistant, Meridian Coaching Collective, Remote (Savannah, GA)**
2016 – 2019
 - Chief-of-staff-style support for a founder running a 7-figure coaching business
 - Managed a \$180,000 annual marketing budget across Facebook Ads, Kajabi, and ConvertKit vendors
 - Ran launch operations for 6 course launches, coordinating copywriters, designers, and a customer support pod
 - Introduced a weekly founder dashboard in Google Sheets that became the format the founder still uses today
- **Virtual Assistant, Self-Employed, Remote (Savannah, GA)**
2013 – 2016
 - Solo VA practice supporting 4 to 7 recurring clients at a time across real estate, bookkeeping, and consulting

CONTACT INFORMATION

- (912) 555-0164
- alicia.brennan@example.com
- Savannah, GA 12345

EDUCATION

- B.A. English, Georgia Southern University, 2013
- Remote Operations Leadership program, 2020
- Remote Team Management course, 2023

KEY SKILLS

- Remote team leadership (14 direct and indirect reports)
- Hiring, onboarding, and performance management
- Capacity and utilization planning (Float, Notion)
- Client health, SLAs, and escalation management
- Services P&L and gross margin management
- SOP libraries and Loom training curriculum
- Project management: ClickUp, Asana, Monday
- Financial ops: QuickBooks Online, Bill.com, Gusto
- CRM and pipeline: HubSpot, Pipedrive
- 1:1 coaching and performance reviews
- Vendor and contractor management
- Founder and executive partnership

- Grew from \$1,800 to \$6,200 in monthly recurring revenue over 30 months
- Handled inbox, calendar, bookkeeping support in QuickBooks, and client reporting
- Referrals drove 100% of new clients from year 2 forward