



# CHLOE DUGGAN-JONES

## VIRTUAL ASSISTANT

Joined Liruss September 2021  
Core hours 9am-3pm  
Based in Northampton

### KEY SKILLS

- Digital Proficiency
- SEO and Content Creation
- Email Marketing and Automation
- CRM Management
- Social Media Management

### QUALIFICATIONS

- A-Level in Business, Economics and Politics
- Level 2 Business and Administration
- HTML, CSS, and Javascript

### PROFILE

With a diverse background spanning various industries, Chloe brings a unique blend of skills and insights to her role.

Her speciality in technical areas, coupled with a strong foundation in customer service and team management makes her an asset in any business context.

Chloe is a proud mother of one, who enjoys reading, learning new things, and spending quality time with her family and dog.

### EXPERIENCE

#### Website Management and SEO

- WordPress
- WIX
- Squarespace
- Shopify
- Content creation; blogs and graphics

#### CRMs

- Hubspot
- Capsule
- Zendesk
- Organising and analysing customer data to improve engagement and service

#### Communications

- Email marketing including Mailchimp
- Developing and implementing effective communication strategies

#### Social Media


- Facebook
- LinkedIn
- Twitter/X

#### Administration

- Email and Diary management
- Day to day administration

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