


# *Kiana Elizalde*

## **About Me**

I'm a Marketing and Executive Assistant with 3 years of experience supporting fast-paced teams and busy entrepreneurs. I've worked across admin, marketing, and creative tasks —designing social media graphics, media kits, and reports. I'm resourceful, tech-savvy, and comfortable working remotely.







Empower startup founders and busy executives by providing seamless executive assistance and marketing support. My goal is to eliminate inefficiencies, streamline operations, and help leaders focus on what truly matters—growing your business.

- **Holistic Support**
- **Efficiency-Driven**
- **Strong Communication**
- **Growth-Oriented**



# Executive Admin & Support

**Calendar & Inbox  
Management**

**Contact & CRM  
Updates**

**Document & File  
Organization**

**Meeting Prep &  
Coordination**

**Travel Planning**

**Drafting Reports &  
KPI Tracking**



# Sample admin tasks

Contact

Personal Logo  
The proposed size is 512\*512px  
no bigger than 2.5mb

Change Remove

First Name  
First Name

Last Name  
Last Name

Email  
Email 1

+ Add email

Phone  
Select Phone 1

+ Add Phone Numbers

Contact Type  
Lead

Time Zone  
Choose one...

DND all channels

OR

Emails

Close Save

Updating client/customer contact information using GHL

Mom Influencers

File Edit View Insert Format Data Tools Extensions Help

Search Menus

100%

123

Default

10

B I

3.6M

	A	B	C	D
1	Name	Instagram handle	Number of followers	Email address
2	KOE	@kimono_mom	2.7M	
3	Anna Saccone	@annasaccone	1.4M	
4	Savannah Rose LaBrant	@sav.labrant	7.3M	
5	Hollie Woodward	@hollewdwrdr	1.3M	
6	Madi Nelson	@heym		
7	Witney Carson McAllister	@witne		
8	Sadie Robertson Huff	@legits		
9	Shawn Johnson East	@shawnjohnson	4.2M	
10	Alexa Jean Brown	@alexajeانبrown	1.2M	
11	Jacqueline Osborne	@jacjossa	3.6M	

Data entry and lead sourcing

LAX to CDG Flights

File Edit View Insert Format Data Tools Extensions Help

Search Menus

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Default

Share

	A	B	C	D	E	F	G	H	I	J	K
1	OUTBOUND					RETURNING					
2	AIRLINE	FLIGHT DATE & TIME	DURATION	STOPS	LAYOVER	FLIGHT DATE & TIME	DURATION	STOPS	LAYOVER	PRICE	NOTES
3	<a href="#">LOT Polish Airline</a>	Jun 25, 10:05 pm	11h 35m + 1h 35m (Layover)	1	Warsaw Frederic Chopin (WAW)	Jul 02, 10:45 am	2h 20 m + 3h 40m (Layover)	1	Warsaw Frederic Chopin (WAW)	\$8,236.97	1 personal item, 1 carry on and 2 checked baggage (32 kg each)
4	<a href="#">Air Tahiti Nui</a>	Jun 25, 1:30 pm	10h 35m	0		Jul 02, 12:05 pm	11h 10m	0		\$12,371.80	1 carry on and 2 checked baggage (32 kg each)
5	<a href="#">Air France</a>	Jun 25, 9:00 pm	10h 45m	0		Jul 02, 7:25 pm	11h 20m	0		\$13,316.40	Seat selection, 2 hand baggage and 1 personal item (18kg total), 2 checked baggage (32kg each), refundable before 1st flight, lounge access, and SkyPriority benefits
6											
7											

Travel option sourcing

\*Some text and images have been blurred out and/or omitted for confidentiality



# Marketing & Communications

Email Campaigns

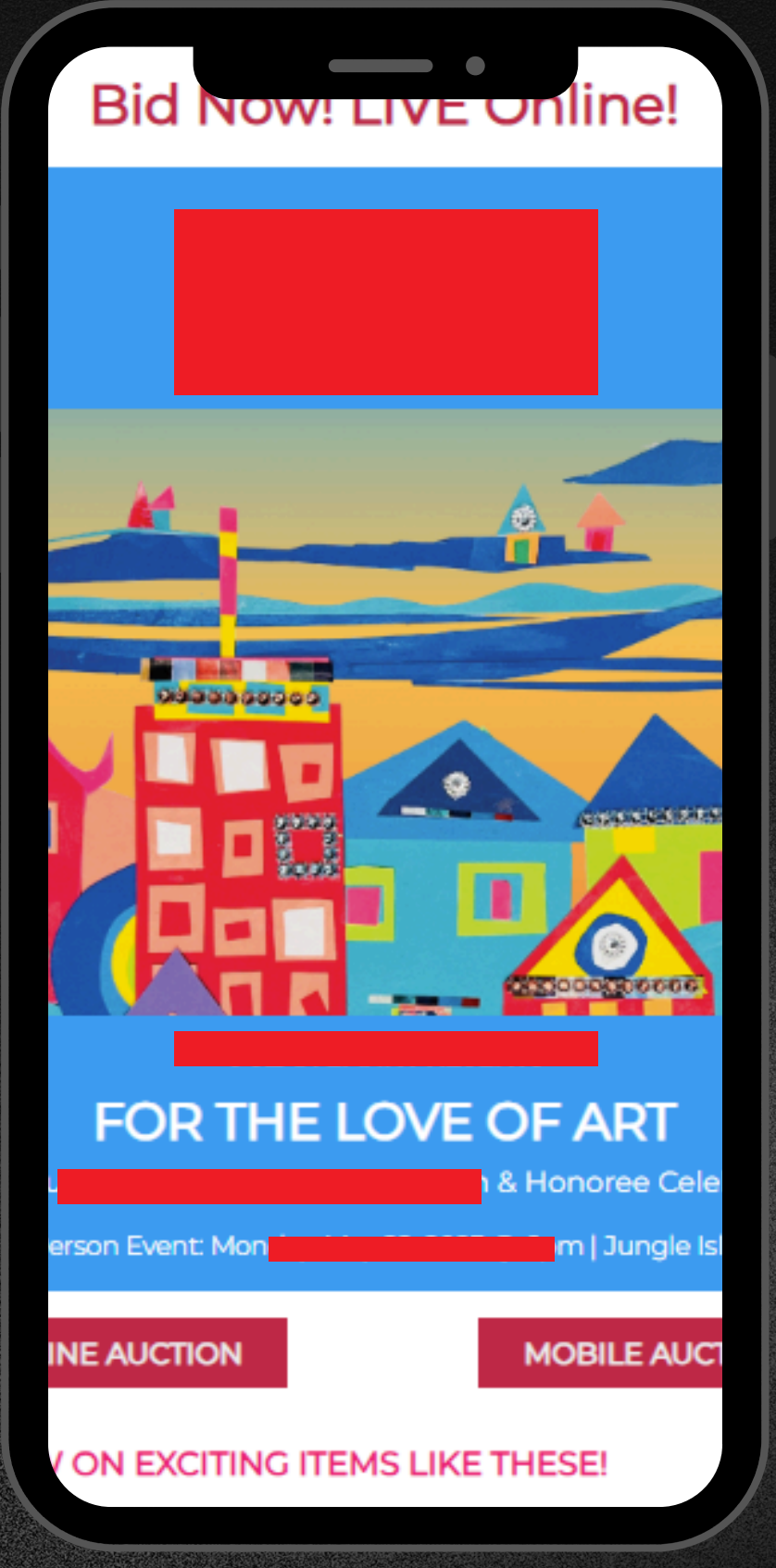
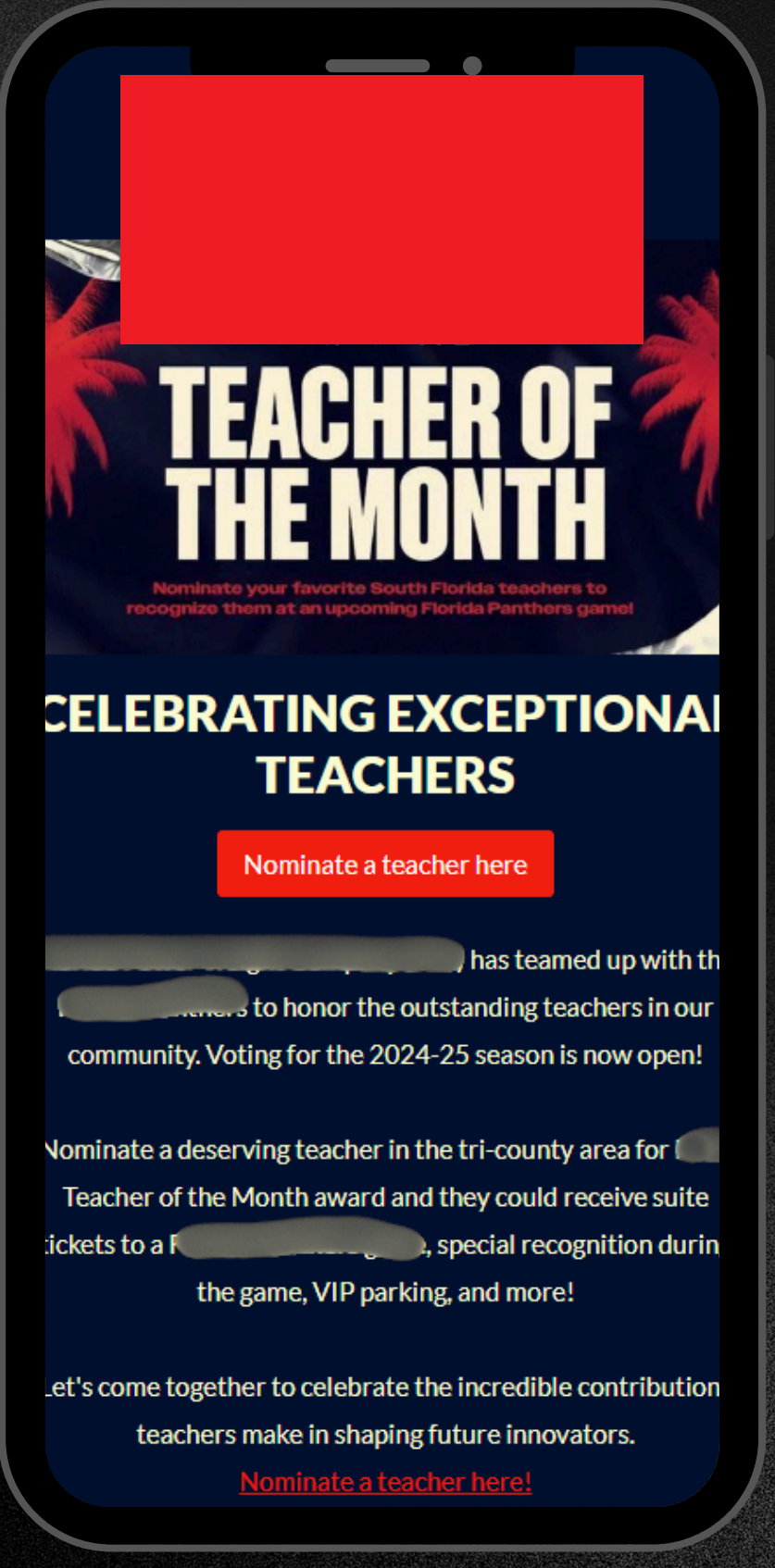
Presentation Design

Website Content  
Updates

Heading Tags	<code>&lt;h1&gt;</code> , <code>&lt;h2&gt;</code> , <code>&lt;h3&gt;</code> , <code>&lt;h4&gt;</code> , <code>&lt;h5&gt;</code> , and <code>&lt;h6&gt;</code>
Paragraph Tag	<code>&lt;p&gt;</code>
Line Break Tag	<code>&lt;br&gt;</code> or <code>&lt;br /&gt;</code>
Center Tag	<code>&lt;center&gt;</code>
Horizontal Rule Tag	<code>&lt;hr&gt;</code> or <code>&lt;hr /&gt;</code>
Preserve Formatting Tag	<code>&lt;pre&gt;</code>
Non-breaking Space	<code>&amp;nbsp;</code>
Listing Tags	<code>&lt;ul&gt;</code> and <code>&lt;/ul&gt;</code> <ul style="list-style-type: none"><li>• Unordered Listing: <code>&lt;ul&gt;</code></li><li>• Ordered Listing: <code>&lt;ol&gt;</code></li><li>• List Item: <code>&lt;li&gt;</code></li></ul>
HTML Basic Tags	



# Sample email campaigns



*\*Some text and images have been blurred out and/or omitted for confidentiality*



Sample  
email  
headers

*\*Some text and images have been blurred out and/or omitted for confidentiality*





# Project & Task Coordination

Project Management  
Tools

Team Coordination

Progress Tracking

# Design & Visuals

Social Media  
Graphics

Media/PR Report  
Templates

Basic Web Elements  
(e.g., headers, slides)



# Sample flyers



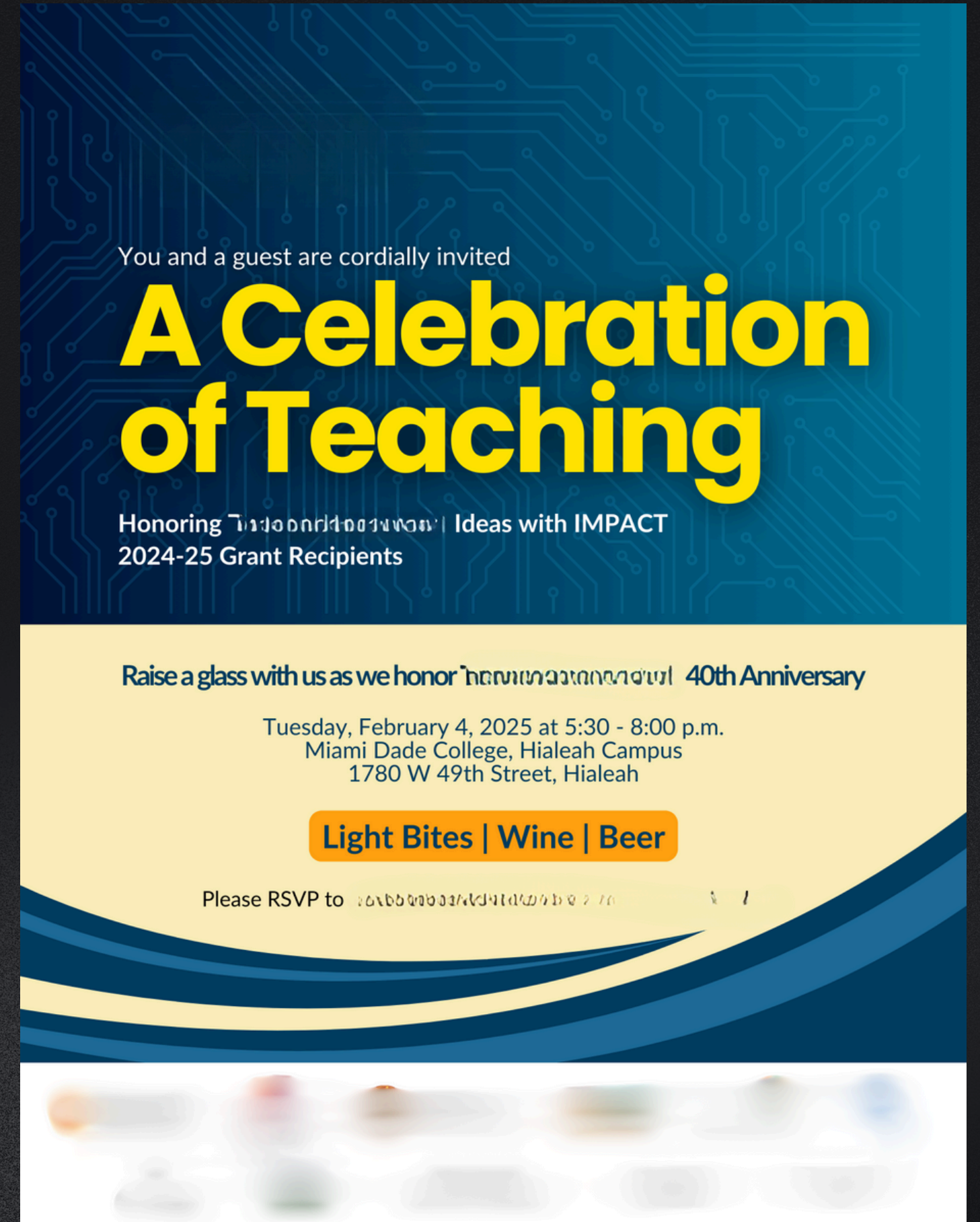
The flyer features a photograph of a pink and green TurfKings pickup truck parked in front of a two-story house. The truck has the company name and phone number (317-350-1737) on its side. A large, decorated Christmas tree is positioned in the foreground on the right. The background is a solid green color with white text.

**Christmas Light  
INSTALLATION**

**Brighten your home this  
holiday season**

- ✓ We offer custom-cut, high-quality LED lights tailored to fit your property perfectly.
- ✓ Our comprehensive service includes design, installation, takedown, and storage, ensuring a hassle-free experience for you.
- ✓ Serving **Carmel, Fishers, Westfield, and surrounding areas in Indiana.**

  (317)537-0887  [turf-kings.com](https://turf-kings.com)



The flyer has a blue background with a white circuit board pattern. The title 'A Celebration of Teaching' is in large, bold, yellow letters. Below it, the text 'Honoring Teachers' is in a smaller, white, sans-serif font. The event details are in a white, sans-serif font. The bottom section has a yellow background with blue wavy lines at the bottom. The text 'Light Bites | Wine | Beer' is in a white, sans-serif font. The bottom of the flyer is a white bar with blurred images of people.

You and a guest are cordially invited

# A Celebration of Teaching

Honoring Teachers Ideas with IMPACT  
2024-25 Grant Recipients

Raise a glass with us as we honor our 40th Anniversary

Tuesday, February 4, 2025 at 5:30 - 8:00 p.m.  
Miami Dade College, Hialeah Campus  
1780 W 49th Street, Hialeah

**Light Bites | Wine | Beer**

Please RSVP to [teaching@miamidade.edu](mailto:teaching@miamidade.edu)

*\*Some text and images have been blurred  
out and/or omitted for confidentiality*



# Tools/Applications/Software Used

- Google Workspace
  - Google Docs
  - Google Slides
  - Google Sheets
  - Google Forms
  - Calendar
  - Gmail
- Microsoft Office
  - Word
  - Excel
  - PowerPoint
  - Outlook
  - Teams
  - SharePoint
- Adobe Acrobat
- Dropbox

- Canva
- Hovercode
- WordPress
- Scribe AI
- OpenAI
- Claude AI
- Hovercode
- Muckrack
- Asana
- Click Up
- Monday
- Go High Level
- Crisp
- Loom
- Zoom

- Hootsuite
- Buffer
- Meta Business Suite
- Constant Contact
- Clockify
- Discord
- WhatsApp
- Otter AI
- Fathom
- Descript
- Capcut
- Adobe InDesign
- Adobe Express