



ROMAINE **BROWN-PALMER**

Administrative Coach & Consultant

CAPABILITIES DECK

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MEET YOUR TRAINER

ROMAINE BROWN-PALMER

My name is **Romaine Brown Palmer** and I am an Administrative Consultant, Virtual Assistant Coach and Founder of The Executive Administrative Group, a boutique firm that provides virtual project management and executive administrative support to entrepreneurs, solopreneurs, coaches, marketing firms, and more. I also work one-on-one with companies that are looking to build and improve their administrative operations and provide trainings to virtual assistants who are looking to expand their service and support offering.



Lovingly referred to as **The Brain** by my clients, my passion is the process. I have the unique ability to be able to break down a task, even if it is new to me, into easy to understand actionable steps. I love nothing more than helping entrepreneurs take their vision from idea to reality. I thrive in a fast-paced, deadline-oriented environments, love being “the hero”, as well as easing the stress of operations and providing real solutions to complex problems.

Highlights from my almost two decades of experience in operations and administrative management include being one of the youngest property lifestyle managers of luxury properties in NYC. I have worked firsthand with multiple startups and have supported two of them successfully through the merger and acquisition process.

With the launch of my own successful virtual assistant and project management business, I currently oversee a team for 4 that includes full-time employees and freelancers. Through our work at the EA Group, our clients have been able to double and, in many cases, triple their annual income by implementing the systems and processes I have recommended.

Are you ready to earn more, have more time and freedom in your business?

Then let's get to work!

Warmly,

Romaine



PROCESSES

Below is a breakdown of operations systems and processes I am proficient in training.

NICHE SPECIFIC VIRTUAL ASSISTANT TRAININGS

- Let's Get Specific About - Supporting Coaches
- Let's Get Specific About - Supporting for Business Development
- Let's Get Specific About - Supporting Marketing Teams
- Let's Get Specific About - Event Logistics Management

VIRTUAL ENTREPRENEUR TRAININGS

- The 4 Systems You Need to run any digital business with a virtual team.
- Hire Power: How to build a virtual team that loves your business as much as you do!

ADMINISTRATIVE SUPPORT

- Email Management & Correspondence
- Scheduling and Calendar Management
- Electronic Filing and Management
- Online Research
- Travel Arrangements
- Inventory Management
- Sourcing & Ordering
- Presentation Creation
- Creation of Standard Operating Procedure Manuals

HUMAN RESOURCE GENERALIST

- Recruiting Support and Management
 - Job Description Creation
 - Ad Posting
 - Pre-Screening
 - 1st Round Interviews
 - Offer Letter Presentation
- Employee Onboarding
 - Welcome package preparation
 - Employee file checklist management



PROCESSES

- Onboarding call & handbook review
- IT coordination
- Payroll system enrollment
- Benefits administration and enrollment
- Payroll Management
- Employee Review Management
 - Review document preparation
 - Review reminders and scheduling
- Incident & Accident Report Management
- Employee Termination/Release Management

MARKETING SUPPORT

- Newsletter Creation & Formatting
- Blog Creation with SEO Best Practices
- Contact Management
- Content Research Creation
- Social Media Management

PROJECT MANAGEMENT

- Project Planning
- Event Logistics Planning
- Deliverables Scheduling
- Team Accountability Tracking and Management

EVENT SUPPORT

- Pre-Event Administrative Support
 - Email Management
 - Delegate Communication
 - Speaker, Vendor, Sponsor Communication and Management
 - Vendor Sourcing
 - Template and Document creation
- On Site Event Support & Management
 - Registration Set up and Management
 - Schedule Management
 - Vendor Communication



SYSTEMS

In my line of business, knowing how to efficiently use all the amazing technology at our disposal is key to successful operations. In addition, this proficiency helps me easily adapt to new systems you may look to implement, affording you the freedom to explore what tools are the best option for your business.

Software Systems I am proficient in using:

CRM's

- Infusionsoft/KEAP
- Salesforce
- Ontraport
- HubSpot
- 17Hats

Communication - Chat

- #Slack
- WhatsApp
- Google Voice
- Google Hangout
- Join.me
- GoToMeeting
- Zoom Conference
- Uber Conference
- Skype
- Remind

Communication - Email Marketing

- Constant Contact
- MailChimp
- Kajabi
- Infusionsoft
- Zapier

Video & Audio

- YouTube
- Vimeo
- Podbean

Project Management

- Asana
- Basecamp
- Teamwork
- ProWorkFlow
- Trello
- Monday

Financial

- QuickBooks
- FreshBooks
- NPC Secure
- PayPal
- Square
- Stripe
- Virtual Terminal
- CashApp
- Google Pay
- Tiny Invoice

Email & Calendar

- Outlook
- Gmail
- Network Solutions
- Microsoft365
- Calendly
- Time Trade
- YouCanBook.Me

Payroll Systems

- ADP
- Gusto
- Paychex

Storage

- DropBox
- Basecamp
- Google Drive
- Box
- One Drive
- LastPass

Creative Tools

- Canva
- Adobe DC
- MuseCam

Social Media

- Facebook
- Twitter
- Snapchat
- Instagram
- YouTube
- Hootsuite
- Buffer
- Tailwind
- Planoly

Website Management

- WordPress
- Blogger
- Wild Apricot
- Wix
- GoDaddy
- Square Space



NEXT STEPS...

Thank you for reviewing my capabilities deck. I look forward to connecting with you and being of support. Be sure to book your discovery call or if this has already taken place, book your Freedom Think Session.

Let's get your to-do list - DONE!

LET'S STAY CONNECTED



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