

Ophelia M Veasey

P.O. 21662 Little Rock, AR 72221
(501) 519-2224 • opheliaveasey@gmail.com

Objective

Dynamic and tech-savvy business professional with a strong ability to communicate effectively with both professionals and non-professionals at all levels. Skilled in handling sensitive and confidential information with utmost discretion while consistently providing outstanding customer service.

Key Qualifications

- Marketing and Tech savvy
- Strong problem solving aptitude
- Adheres to customer service procedures
- Small Business Management
- Customer Service Skills
- Exceptional workflow management
- Experience trouble-shooting mobile devices including iPhones
- iPhone and iPad user for over 6 years

Work Experience

Part-Time Caregiver, Independent Contractor June 2022 - Present
EliteCare LLC - Malvern, AR

- Adhere to client care plan for proper and adequate care of client.
- Assist with personal hygiene and care.
- Assist with meals and nutrition.
- Provide home maintenance and basic housekeeping.
- Provide transportation and accommodations for client as needed.

Client Acquisition Strategist & WordPress Web Designer Jan 2017 - Present
Self Employed - Online

- Design websites with bespoke functionality for small business owners and entrepreneurs.
- Train entrepreneurs on how to use various software applications for their business.
- Create digital marketing funnels and systems for small business owners and entrepreneurs.
- Develop Social Media Campaigns and Traffic Campaigns for small business owners.

- Map out standard operating procedures and processes, organizational charts, and marketing strategies for implementation.
- Specialize in WordPress website design, providing comprehensive hosting and maintenance services.
- Manage billing systems using WHMCS for efficient and streamlined operations.
- Execute reputation marketing strategies, including building and managing company reputations, and marketing their reviews to attract more clients.
- Conduct social media marketing, including research, content creation, profile optimization, and integration of social offers.
- Implement Facebook and Instagram ad campaigns to rapidly attract clients and customers for small businesses.
- Integrate artificial intelligence with marketing strategies to deliver high-quality, fast results.
- Construct sales funnels and lead generation campaigns, as well as email and SMS marketing campaigns.
- Host online and offline business and marketing workshops, providing one-on-one marketing consulting.

Tech Expert

March 2015 - December 2016

Verizon Wireless – Little Rock, AR

- Identified, troubleshooted, and resolved basic and technical user issues for mobility products (smartphones, tablets, routers).
- Used provided system tools and resources to assist customers in a timely manner and escalate unresolved issues to the next level of support.
- Researched, resolved, and followed up on customer issues.
- Supported customers with billing and account issues.
- Maintained composure and patience in the face of difficult customer situations.
- Displayed courtesy and strong interpersonal skills with all customer interactions.

Customer Service Specialist

July 2014 - March 2015

Verizon Wireless – Little Rock, AR

- Demonstrated personal commitment to VZW code of conduct and business guidelines in all areas of work.
- Managed customer relationships by performing the full range of customer service functions.
- Conducted Tier 1 troubleshooting when customers required device assistance.
- Used negotiation and problem solving skills to resolve customer concerns.
- Excelled in explaining billing and resolving billing questions.

Administrative Specialist II

December 2012 - July 2014

Arkansas Department of Education – Little Rock, AR

- Created, printed and edited reports.
- Routed reports according to routing time schedule.
- Set up meeting/conferences (secured bids, arranged meeting space, food and lodging).
- Maintained and balanced budget.

- Transferred information from Scholastic Audit Software system and input into spreadsheet for use as visual aids and comparisons.

ERZ/Scholastic Audit Administrative Assistant October 2012 - December 2012
Arkansas Department of Education – Little Rock, AR

- Updated departmental budgets as needed.
- Assisted with scanning and filing of audit reports.
- Assisted department with special projects, such as preparing audit information packets for superintendents and principals to prepare for assigned audits and mailing the packets in a timely manner.
- Performed other duties as assigned.

Data Entry Clerk August 2012 - October 2012
Staffmark: Pathology Labs of Arkansas – Little Rock, AR

- Entered specimens into the system to be processed and billed.
- Assisted lab technicians with verification of specimens before processing.
- Processed daily, weekly and monthly lab reports to confirm clinics were notified of positive test results so a follow-up would be scheduled for the patient.
- Transported specimens to lab for processing.
- Communicated regularly with clinics and other labs in order to ensure accurate information and timely processing of specimens.

Customer Service Representative I July 2010 - August 2012
AT&T Mobility, LLC – Little Rock, AR

- Handled customer questions, complaints, and billing inquiries with the highest degree of courtesy and professionalism to resolve customer issues with one call resolution.
- Conducted business transactions in connection with activation of additional lines of service on existing accounts on a computer terminal.
- Made financial decisions to protect/collect revenues and adjust customer accounts.

Manager April 2010 - July 2010
David Does It 4 Less, LLC – Little Rock

- Aided in the creation and establishment of the company.
- Purchased and maintained web site, telephone system and business accounts.
- Advertised company promotions on a weekly basis.
- Created and maintained estimates, contract agreement and invoices.
- Located work assignments and scheduled appointments.
- Created and managed a work folder which includes business reports (profit/loss, expenses, customer statements with payment history), scheduler, invoices and recorded expenses for company owner.
- Conducted payroll operations, ensuring timely and accurate compensation for all employees.
- Oversaw the hiring process, from posting job advertisements to conducting interviews and making final hiring decisions.

- Performed comprehensive research on software systems, identifying those that best met the company's needs and budget constraints.

Administrative Assistant

March 2010 - April 2010

Premier Staffing: Philander Smith College – Little Rock, AR

- Tallied and entered numerical data and comments from student evaluations into excel spreadsheets.
- Used knowledge of Microsoft Excel formulas to compute numerical data.
- Prepared reports of numerical data collected and computed results for researcher.
- Emailed instructors their compiled data and student comment evaluation reports for each semester.
- Posted fliers across campus and performed other duties as assigned.

Independent Avon Representative

May 2009 - October 2009

Avon – Little Rock, AR

- Utilized Avon's online Independent Representative order management system to effectively manage business operations.
- Created and prepared customer invoices and orders for delivery.
- Completed a plan of action for each campaign to promote business.
- Promoted business through referral discounts, product samples and word-of-mouth, and campaign brochures.
- Recruited helpers to sell Avon products to their network of friends, co-workers and family.
- Placed regular campaign orders for business and customers' needs and sorted orders upon arrival.
- Maintained constant follow-up with customers to promote more orders.
- Recommended products and made customers aware of special offers.

Claims Specialist 10

Jan 2005 - June 2009

Arkansas Blue Cross Blue Shield – Little Rock, AR

- Responsible for accurate and timely adjudication of medical claims including additional investigation and internal/external communication in order to obtain necessary information to complete the claim.
- Reviewed and interpreted pricing determinations as well as other various edits.
- Keyed member submitted claims and referenced to CPT/HCPCS and ICD-9 Medical Coding as needed for processing of claims.
- Generated correspondence for internal and external purposes.
- Adapted to continuously changing processing procedures, benefits and systems modifications.

Medical Receptionist

January 2004 - January 2005

Staffmark: Northeast Arkansas Urgent Care Clinic - Jonesboro, AR

- Created and updated medical records and charts.
- Complied with HIPAA policies in maintaining patient confidentiality.
- Collected and recorded patients service fees.

- Prepared and balanced daily financial registers and cash drawers.
- Opened the building at the designated time and assured all front desk activities were fully operational at the start of business hours.
- Provided professional basic office duties, including filing of medical records, answering the telephones, scheduling and canceling appointments and faxing documents.
- Assisted internal staff with other duties as assigned.

Customer Service Representative

May 2002 - August 2002

Staffmark: Teleflora– Paragould , AR

- Operated three different software systems to handle customer service and order taking responsibilities.
- Assisted customers with questions, requests, product purchases, and problems.
- Answered calls for florists, took messages and forwarded messages to shops via software application.
- Resolved customer complaints and orders by rescheduling shipment, crediting payment or changing orders and/or dates and waiving fees according to company policies.
- Collected credit card payments from customers via telephone for products and delivery.
- Assisted customers with choosing the appropriate floral arrangement for their particular situation.
- Suggested additional items for customers to add to their order, and assisted customers with messages to add to flower cards according to the customer's specific needs.

Career Services Assistant

September 2000 - May 2003

Arkansas State University Career Services Center– Jonesboro , AR

- Provided support services to the staff administrators of Career Services as assigned by supervisor.
- Entered and codified job vacancies into technology system with subsequent storing in appropriate repository.
- Updated and maintained records of students/alumni within the center in accordance with FERPA regulations.
- Provided personal assistance to visitors of the center as assigned by supervisor following appropriate training and/or orientation.
- Prepared written correspondence as assigned by supervisor.
- Completed special projects as assigned by supervisor, such as support assistance to other staff members and administrators.

Education

Bachelor of Science : Accounting

2004

Arkansas State University - Jonesboro, AR

- Completed 120/126 hours.

Other Awards and Activities

- Periodically received awards/cash incentives for meeting and/or exceeding production quota, quality and statistical goals. (Verizon Wireless, Blue Cross Blue Shield, AT&T Mobility, LLC)
- Member of the Accounting Club at Arkansas State University, 2002-2004
- Active on the Student Activities Board at Arkansas State University, 2000-2002
- Active member of the Praise Team at SoulFed Life Ministries since 2020
- Serving as Marketing Director at SoulFed Life Ministries since 2021
- Director of the Youth Choir at SoulFed Life Ministries since 2023

References

References Available Upon Request