

SHIRISMA SHAVERS

Business Operations | WordPress | Digital Systems | Customer Success

Remote | Louisville, KY

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PROFESSIONAL SUMMARY

Business Operations and Digital Systems professional with 10+ years of experience supporting remote organizations through business operations, WordPress administration, customer success, project coordination, digital marketing, and process improvement.

Experienced managing cross-functional projects, streamlining workflows, improving operational efficiency, and delivering exceptional customer experiences across SaaS, real estate, healthcare, nonprofit, and service-based organizations.

Skilled in WordPress website management, CRM administration, digital marketing coordination, technical SEO, process documentation, standard operating procedures (SOPs), workflow optimization, and resolving technical and operational challenges in fast-paced remote environments.

Recognized for building scalable systems, improving cross-functional communication, optimizing business processes, and creating organized workflows that strengthen execution, customer satisfaction, and operational performance. Brings an operational mindset focused on leveraging technology, organization, customer service, and continuous improvement to help businesses operate more efficiently.

CORE COMPETENCIES

Business Operations

- Business Operations
- Operations Management
- Digital Operations
- Business Systems
- Process Improvement
- Workflow Optimization
- Continuous Improvement
- Standard Operating Procedures (SOPs)
- Process Documentation
- Administrative Operations
- Business Documentation
- Cross-Functional Collaboration
- Project Coordination
- Project Management
- Executive Support
- Calendar Management
- Inbox Management
- Vendor Coordination
- Recruiting & Hiring
- Interview Coordination
- Team Onboarding
- Quality Assurance
- Reporting
- Research
- Data Entry
- Task Prioritization
- Time Management
- Problem Solving

Customer Success & Client Support

- Customer Success
- Customer Support
- Client Success
- Client Relations
- Client Communication
- Customer Experience

- Customer Onboarding
- Customer Retention
- Relationship Management
- Account Coordination
- CRM Administration
- Email Support
- Chat Support
- Ticket Resolution
- Conflict Resolution
- Escalation Management
- Customer Education
- Service Recovery

WordPress & Website Operations

- WordPress Administration
- Website Management
- Website Maintenance
- CMS Administration
- Website Quality Assurance
- Website Troubleshooting
- Website Updates
- Content Publishing
- Landing Page Creation
- Plugin Installation & Management
- Theme Configuration
- Website Performance Optimization
- Mobile Optimization
- Accessibility Best Practices
- Elementor
- Divi
- Kadence
- Basic HTML
- Basic CSS

SEO & Digital Marketing

- Technical SEO
- Local SEO
- On-Page SEO
- Content Optimization
- Keyword Research
- Competitor Research
- Service Page Optimization
- Location Page Optimization
- Internal Linking
- Schema Markup
- Crawl Analysis
- Indexation Management
- XML Sitemaps
- Robots.txt
- Redirect Management
- Canonical Management
- Core Web Vitals
- Google Business Profile
- Google Search Console
- Google Analytics 4 (GA4)
- Local Citations
- NAP Consistency
- SEO Reporting
- Marketing Coordination

- Campaign Execution
- Reputation Management

Software & Technology

Business & Productivity

- Google Workspace
- Gmail
- Google Docs
- Google Sheets
- Google Drive
- Google Calendar
- Microsoft Office
- Microsoft Excel
- Microsoft Word
- Microsoft PowerPoint

Project Management

- Asana
- Notion
- Obsidian

CRM & Operations

- HubSpot CRM
- Dubsado
- Salesforce (Basic Familiarity)
- CRM Management
- Lead Management
- Customer Databases

Website & SEO

- WordPress
- Elementor
- Divi
- Kadence
- Google Search Console
- Google Analytics 4
- Google Business Profile
- Ahrefs
- SEMrush
- Screaming Frog
- Looker Studio

Communication

- Slack
- Microsoft Teams
- Zoom
- Google Meet
- Loom

AI & Automation

- ChatGPT
- Claude
- Gemini
- Grok
- AI Prompt Engineering
- AI Research
- AI Workflow Development
- AI-Assisted Documentation
- AI Productivity
- Workflow Automation
- Knowledge Management

Independent Business Operations (Remote)

2020–Present

Provided business operations support for service, real estate, and healthcare organizations by overseeing customer success, recruiting, scheduling, marketing operations, financial administration, technology implementation, and process improvement. Built scalable operational systems that improved efficiency, strengthened customer relationships, and supported day-to-day execution across multiple business functions.

Selected Achievements

- Built scalable operational systems that improved efficiency and reduced administrative workload.
- Developed Standard Operating Procedures (SOPs), documentation, and repeatable workflows that improved operational consistency and reduced rework.
- Achieved an approximate 70% lead-to-customer close rate through effective customer communication, follow-up, and operational coordination.
- Recruited, onboarded, and coordinated independent contractors to support business growth and service delivery.
- Leveraged AI tools and business technology to streamline documentation, workflows, and administrative operations.
- Supported customer retention through responsive communication, proactive follow-up, and long-term relationship management.
- Coordinated scheduling and service delivery while maintaining high service quality across recurring and one-time customers.
- Built repeatable business systems that improved communication, organization, and day-to-day operational execution.

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Business Operations

- Directed daily business operations from lead generation through project completion and ongoing customer support.
- Designed and implemented operational workflows that standardized processes, improved execution, and reduced administrative workload.
- Created and maintained Standard Operating Procedures (SOPs), internal documentation, and repeatable business processes to improve operational consistency.
- Coordinated scheduling and resource allocation while balancing customer demand, team availability, and operational priorities.
- Managed multiple concurrent projects, customer requests, and operational initiatives while maintaining service quality and delivery timelines.
- Identified operational bottlenecks and implemented process improvements that increased efficiency, communication, and organizational effectiveness.
- Maintained operational documentation, business records, customer information, and internal systems to support day-to-day operations.
- Managed relationships with vendors, software providers, and third-party services supporting business operations.

Customer Success & Client Experience

- Managed the complete customer lifecycle from initial inquiry through onboarding, service delivery, follow-up, and long-term relationship management.
- Responded to customer inquiries via phone, email, text messaging, web forms, and online messaging platforms while maintaining timely, professional communication.
- Prepared estimates, explained service offerings, answered customer questions, and guided clients through the decision-making and onboarding process.
- Built long-term customer relationships through proactive communication, reliability, and consistent follow-through.
- Resolved customer concerns through solution-focused problem solving while minimizing operational disruption.
- Coordinated appointment changes, service requests, and scheduling adjustments while maintaining a positive customer experience.
- Maintained detailed customer records, communication history, and service documentation to improve continuity and operational efficiency.
- Supported online reputation management through customer review initiatives and post-service follow-up.

Recruiting & Team Coordination

- Recruited, screened, interviewed, and onboarded independent contractors and service professionals.
- Evaluated candidates based on experience, professionalism, communication, reliability, and organizational fit.
- Coordinated team scheduling based on customer demand, geographic efficiency, workload, and availability.
- Communicated operational expectations, quality standards, and business procedures with new and existing team members.
- Managed day-to-day communication with contractors before, during, and after service delivery.
- Resolved staffing challenges, scheduling conflicts, and last-minute operational issues while maintaining customer satisfaction.
- Fostered accountability through consistent communication, operational oversight, and performance support.

Marketing Operations

- Coordinated marketing initiatives supporting customer acquisition, retention, and business growth.
- Developed promotional content, seasonal campaigns, and customer communications aligned with business objectives.
- Managed social media scheduling and maintained a consistent online presence.
- Coordinated customer referral and review generation initiatives to strengthen brand reputation.

- Monitored lead sources and marketing performance to identify opportunities for continuous improvement.

Financial & Administrative Operations

- Prepared estimates, invoices, and operational documentation supporting daily business activities.
- Coordinated contractor payments and maintained accurate financial records.
- Managed operational expenses, vendor invoices, and administrative processes.
- Organized financial, operational, and customer documentation to support business continuity.
- Assisted with budgeting, operational planning, and day-to-day business decision-making.

Technology & Systems

- Implemented technology solutions that improved operational efficiency, communication, and business organization.
- Leveraged AI tools to streamline documentation, workflow development, customer communication, and administrative tasks.
- Managed CRM data, customer records, and digital documentation to support operational effectiveness.
- Built repeatable systems that reduced manual work and supported long-term scalability.
- Evaluated and implemented software, automation opportunities, and operational technologies that improved business performance.

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Freelance Digital Systems Manager

2015 – 2023

Provided WordPress website management, technical SEO implementation, digital marketing support, and business systems consulting for entrepreneurs, startups, nonprofit organizations, service-based businesses, healthcare organizations, and real estate professionals. Managed multiple client projects simultaneously while coordinating website development, SEO initiatives, digital systems, and marketing operations.

Selected Achievements

- Supported dozens of entrepreneurs, startups, and service-based businesses with WordPress website management, technical SEO, and digital systems implementation.
- Built 15+ WordPress websites and provided ongoing support and maintenance for 20+ active websites.
- Improved Google Search Console performance, including a documented 150% increase in organic impressions within 28 days.
- Reduced website crawl issues by approximately 60% through technical SEO improvements.
- Improved page speed and Core Web Vitals performance by approximately 40% through website optimization efforts.
- Created and optimized 50+ service and location pages supporting local search visibility and lead generation.
- Improved Google Business Profile visibility and achieved page-one visibility for local search terms across multiple client projects.
- Created documented workflows and Standard Operating Procedures (SOPs) that reduced repeat errors and improved project consistency.
- Optimized website, marketing, and digital systems for organizations, including identifying operational improvements that saved a healthcare organization approximately \$20,000.

WordPress & Website Operations

- Managed WordPress website administration, maintenance, and ongoing content updates.
- Built, launched, and maintained WordPress websites for service-based businesses across multiple industries.
- Created, updated, and optimized service pages, location pages, landing pages, and website content.
- Performed website maintenance, plugin updates, troubleshooting, security updates, backups, and quality assurance testing.
- Managed website forms, lead capture systems, and customer contact functionality.
- Improved website usability, navigation, accessibility, and user experience through ongoing optimization.
- Coordinated website improvements based on business priorities, customer behavior, and SEO opportunities.
- Managed website migrations, redesign projects, content restructuring initiatives, and post-launch support.
- Built and maintained responsive WordPress websites using Elementor, Divi, and Kadence.

SEO & Search Optimization

- Managed Local SEO initiatives focused on improving organic visibility and Google Business Profile performance.
- Optimized Google Business Profile content, categories, services, and business information to strengthen local search visibility.
- Built and optimized service-area and location-specific pages targeting high-value local search opportunities.
- Conducted keyword research, competitor research, content optimization, and internal linking improvements.
- Implemented on-page SEO, including metadata optimization, heading structure, image optimization, schema markup, and technical SEO best practices.
- Monitored website performance using Google Search Console and Google Analytics to identify optimization opportunities.
- Improved crawlability, indexation, and overall technical SEO health through ongoing optimization.
- Managed citation consistency, local directory listings, and NAP accuracy across digital platforms.
- Implemented structured content that improved search visibility and user experience.

Project Management & Client Operations

- Managed multiple client projects simultaneously while maintaining deadlines, priorities, and client communication.

- Coordinated project timelines, deliverables, and client expectations from project kickoff through completion.
- Gathered business requirements and translated client goals into actionable project plans.
- Coordinated revisions, implementation requests, and project feedback throughout the project lifecycle.
- Maintained ongoing client communication through email, virtual meetings, and project management platforms.
- Documented workflows, project processes, onboarding materials, and project documentation to improve consistency and reduce rework.
- Maintained organized digital project files, supporting documentation, and project records.

Digital Marketing Operations

- Supported digital marketing initiatives across SEO, website management, branding, and content development.
- Coordinated website updates, content publishing schedules, and marketing implementation.
- Assisted businesses with local marketing strategies designed to improve online visibility.
- Developed marketing assets supporting lead generation and customer acquisition.
- Managed business listings, online reputation initiatives, and customer review strategies.
- Supported campaign execution across websites, email marketing, and social media platforms.

Business Consulting & Systems

- Helped small businesses organize operational workflows, business processes, and digital systems.
- Built repeatable systems that improved organization, consistency, and day-to-day execution.
- Recommended technology solutions that improved efficiency and reduced administrative workload.
- Assisted clients with documentation, Standard Operating Procedures (SOPs), and workflow improvements.
- Leveraged AI tools to improve research, documentation, workflow development, and operational productivity.
- Supported entrepreneurs with website strategy, digital operations, and technology implementation.

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Anderson Communities

Leasing and Property Operations

2023–2025

Supported daily leasing and property operations for a 264-unit residential community by coordinating leasing activities, managing prospect and resident relationships, maintaining compliance, improving operational workflows, and collaborating with maintenance, management, contractor, and vendor teams. Balanced leasing, customer service, administrative, and operational responsibilities in a fast-paced residential environment.

Selected Achievements

- Managed and followed up with more than 1,500 prospective resident leads throughout the leasing process.
- Coordinated leasing and property operations for a 264-unit residential community.
- Reduced leasing approval and move-in timelines by approximately 25% through improved documentation and operational workflows.
- Increased lease signings by approximately 15%, based on monthly and year-over-year performance comparisons.
- Maintained a 5.0/5 individual customer satisfaction rating while contributing to a 4.9/5 community rating over a two-year period.
- Maintained 100% Fair Housing compliance through accurate documentation and no violations.

Leasing Operations

- Managed the leasing process from initial inquiry through application, approval, move-in, and resident onboarding.
- Managed and followed up with more than 1,500 prospective resident leads while maintaining consistent communication throughout the leasing process.
- Coordinated leasing activities across a 264-unit residential community while balancing occupancy goals and resident experience.
- Prepared lease agreements, applications, and supporting documentation in accordance with company policies and Fair Housing requirements.
- Conducted apartment tours, answered prospect questions, and explained community amenities, policies, and leasing options.
- Coordinated move-in scheduling and resident onboarding to support a smooth customer experience.
- Maintained organized leasing pipelines and followed up with prospects throughout each stage of the application process.

Customer Success & Resident Experience

- Built strong relationships with prospective and current residents through responsive communication and proactive problem-solving.
- Responded to resident questions, concerns, and service requests with professionalism, empathy, and consistent follow-through.
- Resolved resident issues by coordinating with maintenance, management, contractors, and external vendors.

- Maintained detailed resident records, communication histories, and service documentation within company CRM systems.
- Provided consistent follow-up to strengthen resident satisfaction and support leasing outcomes.
- Communicated clearly with applicants and residents regarding application status, documentation requirements, move-in procedures, and community policies.

Operations & Administration

- Improved leasing approval and move-in timelines by approximately 25% through stronger documentation and workflow coordination.
- Supported an approximately 15% increase in lease signings through organized follow-up and improved communication processes.
- Coordinated daily operations with leasing staff, maintenance teams, property management, contractors, and third-party vendors.
- Managed calendars, appointments, inspections, apartment tours, and move-in scheduling while balancing competing priorities.
- Maintained organized digital and physical records supporting leasing, compliance, and daily property operations.
- Assisted with occupancy tracking, reporting, leasing documentation, and administrative support for leadership.
- Maintained Fair Housing compliance through accurate documentation, consistent procedures, and adherence to leasing standards.

Cross-Functional Collaboration

- Partnered with maintenance, management, contractors, and vendors to coordinate unit readiness, apartment turnovers, and resident move-ins.
- Communicated operational updates across departments to improve execution and resident experience.
- Coordinated apartment turnovers to reduce delays and support occupancy goals.
- Assisted leadership with administrative projects, operational priorities, and process improvements.
- Supported multiple business functions simultaneously while maintaining accuracy, organization, and service quality.

Technology & Systems

- Maintained CRM records, applicant documentation, prospect communications, and leasing activity within company software platforms.
- Used digital systems to organize leasing pipelines, resident communications, calendars, and operational workflows.
- Utilized Microsoft Office and Google Workspace to prepare reports, maintain records, and support daily operations.
- Maintained accurate documentation supporting leasing, compliance, occupancy tracking, and operational reporting.

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SkuVault

Marketing & Partnerships Coordinator

2016 – 2018

Supported marketing, partner operations, and cross-functional initiatives for a fast-growing B2B SaaS company specializing in inventory management software. Coordinated projects across marketing, sales, partnerships, and product teams while maintaining CRM systems, supporting technology partners, improving operational processes, and executing digital marketing initiatives.

Selected Achievements

- Maintained CRM data for 10,000+ customer and partner records, supporting reporting accuracy and operational efficiency.
- Coordinated marketing initiatives with approximately 40% of strategic technology integration partners.
- Supported partner marketing initiatives contributing to more than \$1 million in sales.
- Helped standardize reporting and documentation processes that improved operational visibility across multiple departments.
- Supported marketing, partnership, and cross-functional operations for a rapidly growing B2B SaaS organization.

Marketing Operations

- Coordinated day-to-day marketing operations supporting campaigns, partner initiatives, and cross-functional projects.
- Assisted with planning and executing digital marketing campaigns across multiple channels.
- Maintained marketing calendars, project timelines, and campaign deliverables.
- Coordinated webinars, conferences, and partner marketing initiatives involving dozens of external collaborators.
- Assisted with content publishing, campaign execution, and marketing asset coordination.
- Maintained organized marketing documentation, campaign assets, and reporting records.
- Collaborated with marketing leadership to ensure projects were delivered accurately and on schedule.

Partner & Customer Operations

- Supported partner onboarding, relationship management, and ongoing communication with technology integration partners.
- Coordinated partner outreach and marketing initiatives supporting approximately 40% of strategic integration partners.
- Maintained strong working relationships with internal teams and external business partners.
- Assisted with partner communications, project coordination, and follow-up activities.
- Ensured partner resources, documentation, and marketing materials remained accurate and up to date.

CRM & Business Operations

- Maintained CRM records containing more than 10,000 customer and partner records while ensuring data accuracy and consistency.
- Organized customer, partner, and marketing information to support reporting and operational efficiency.
- Standardized documentation and reporting processes to improve visibility across marketing, sales, partnerships, and product teams.

- Supported cross-functional collaboration between marketing, sales, partnerships, and product teams.
- Assisted with administrative tasks, reporting, documentation, and project coordination.
- Maintained organized digital files, project documentation, and operational resources.

SEO & Digital Marketing

- Assisted with SEO implementation, content optimization, and digital marketing initiatives.
- Supported link-building campaigns and partner marketing efforts contributing to organic growth.
- Coordinated website content updates and digital marketing projects.
- Assisted with content organization, publishing, and ongoing website improvements.
- Supported marketing analytics, campaign reporting, and performance tracking.
- Helped maintain brand consistency across marketing materials and digital platforms.

Cross-Functional Collaboration

- Collaborated with marketing, sales, product, customer success, and partnership teams to coordinate projects and operational priorities.
- Managed multiple projects simultaneously while balancing competing priorities and deadlines.
- Participated in process improvement initiatives that increased operational efficiency.
- Maintained proactive communication with internal stakeholders to support project alignment and execution.
- Assisted leadership with special projects and cross-functional business initiatives.

Technology & Systems

- Utilized CRM platforms, project management software, and marketing technology to support daily operations.
- Maintained reporting systems, project documentation, and operational workflows.
- Leveraged Google Workspace and Microsoft Office to prepare reports, manage documentation, and coordinate projects.
- Supported marketing automation and operational processes through organized documentation and system management.

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Keller Williams Realty

Marketing Project Manager

2018–2020

Coordinated marketing operations, project execution, CRM administration, and digital marketing initiatives for a multi-agent real estate organization. Managed projects from planning through completion while collaborating with agents, leadership, vendors, and creative professionals to deliver campaigns, events, and digital assets supporting business growth, client engagement, and lead generation.

Selected Achievements

- Coordinated marketing initiatives supporting 18 real estate professionals across multiple markets.
- Managed CRM databases containing 16,000+ contacts while maintaining data quality, organization, and accurate records.
- Assisted with tracking marketing budgets totaling approximately \$300,000.
- Supported marketing initiatives that strengthened referral engagement and contributed to generating 26% of new leads.
- Improved project coordination and communication through organized workflows, documentation, and cross-functional collaboration.

Project Management & Operations

- Coordinated marketing projects from concept through completion while managing multiple deadlines and competing priorities.
- Supported marketing execution for 18 real estate agents across multiple markets.
- Managed project timelines, deliverables, approvals, revisions, and production schedules across digital and print initiatives.
- Coordinated communication among agents, leadership, vendors, designers, photographers, and other marketing partners.
- Maintained organized project documentation, marketing calendars, production schedules, and operational workflows.
- Assisted leadership with planning and coordinating special projects, campaigns, and marketing initiatives.
- Managed concurrent marketing requests while maintaining accuracy, organization, and attention to detail.

Marketing Operations

- Coordinated multichannel marketing campaigns across email, social media, websites, print, events, and promotional materials.
- Assisted with content creation, campaign scheduling, marketing asset coordination, and digital publishing.
- Coordinated marketing materials supporting property listings, agent branding, recruiting, referrals, and promotional campaigns.
- Maintained brand consistency across digital and print marketing assets.
- Assisted with recurring campaign and performance reporting for leadership and stakeholders.
- Supported marketing strategies designed to strengthen client communication, referral engagement, and lead generation.

CRM & Database Management

- Managed CRM databases containing more than 16,000 contacts while maintaining organization, accuracy, and data quality.
- Organized customer, prospect, referral, and business information to improve communication and campaign execution.
- Maintained contact records supporting marketing, recruiting, relationship management, and customer outreach initiatives.
- Assisted with contact segmentation, database maintenance, list preparation, and campaign coordination.
- Supported recurring email marketing and customer communication through organized CRM administration.

Client & Stakeholder Support

- Served as a primary marketing resource for agents by coordinating requests, answering questions, and managing project expectations.
- Built productive relationships with agents, vendors, creative professionals, and leadership through responsive communication and dependable execution.
- Assisted agents with marketing strategies, listing promotions, branding initiatives, and campaign implementation.
- Coordinated approvals, revisions, and final deliverables while maintaining quality and brand standards.
- Resolved project challenges proactively to minimize delays and keep deliverables moving forward.

Financial & Administrative Support

- Assisted with tracking marketing budgets totaling approximately \$300,000 while maintaining organized documentation and spending visibility.
- Maintained vendor invoices, project records, campaign documentation, and administrative files.
- Coordinated print orders, vendor communications, pricing information, and production schedules.
- Prepared reports, presentations, and supporting documentation for leadership meetings.
- Maintained organized digital filing systems, marketing records, and operational resources.

Cross-Functional Collaboration

- Collaborated with agents, leadership, designers, vendors, photographers, and marketing partners to coordinate project execution.
- Supported multiple teams while balancing changing priorities, requests, and deadlines.
- Participated in marketing planning meetings and operational discussions.
- Improved communication across teams through organized project tracking, documentation, and follow-up.
- Contributed to process improvements that strengthened project coordination and execution.

Technology & Systems

- Utilized CRM platforms, Microsoft Office, Google Workspace, and marketing software to support daily operations.
- Maintained marketing documentation, project-tracking systems, contact databases, and digital assets.
- Used spreadsheets, presentations, and reporting tools to organize business information and communicate project status.
- Supported website updates, digital content management, email marketing, and online campaign initiatives.

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EDUCATION

Milligan University (formerly Milligan College)

Bachelor of Science (B.S.), Public Relations

Relevant Coursework

- Strategic Communications
- Public Relations
- Marketing
- Organizational Communication
- Business Communications
- Digital Media
- Writing & Content Development
- Event Planning
- Media Relations
- Research & Analytics

CERTIFICATIONS

Agile Project Management

Project Management Institute (PMI)

- Agile Methodologies
- Sprint Planning
- Project Lifecycle Management
- Stakeholder Communication
- Team Collaboration
- Continuous Improvement

HubSpot Academy

HubSpot CRM Certification

- CRM Administration
- Contact Management
- Sales Pipeline Management
- Customer Relationship Management

Inbound Marketing Certification

- Content Marketing
- Lead Generation
- Buyer Journey
- Email Marketing
- Marketing Automation
- Conversion Optimization

Code Louisville

Full Stack Foundations

Coursework included:

- HTML
- CSS
- JavaScript Fundamentals
- Responsive Web Design
- Git & GitHub
- Web Development Fundamentals
- Problem Solving
- Version Control

PROFESSIONAL DEVELOPMENT

Artificial Intelligence & Business Operations

Actively integrating artificial intelligence into business operations, customer service, project management, documentation, workflow optimization, marketing execution, and productivity systems.

Current areas of focus include:

- AI Workflow Development
- Prompt Engineering
- AI-Assisted Research
- AI-Assisted Documentation
- AI Knowledge Management
- Business Process Automation
- AI Productivity Systems
- Operational AI Integration
- Large Language Models (LLMs)

WordPress & Website Operations

Continuing education focused on:

- WordPress Administration
- Technical Website Management
- Website Performance Optimization
- User Experience (UX)
- Accessibility Best Practices
- Website Security
- CMS Management
- Plugin & Theme Management

Technical SEO

Ongoing independent study and implementation in:

- Technical SEO
- Local SEO
- Google Business Profile Optimization
- Search Engine Crawling & Indexing
- Structured Data
- Core Web Vitals
- Site Architecture
- Internal Linking
- Local Search Strategy
- Search Performance Analysis

Business Operations

Continuous professional development in:

- Business Operations
- Process Improvement
- Systems Development
- Standard Operating Procedures (SOPs)
- Digital Operations
- Customer Experience
- Remote Collaboration
- Project Coordination
- Workflow Optimization
- Knowledge Management