

Shauntelle Islam trading as SeVA

Based in Scotland | Remote/Virtual Assistant | Self-employed

Detail-oriented and highly organised Virtual Assistant with 13+ years of experience, including 4 which have been remote/hybrid across higher education, programme management, customer service and marketing. Known for streamlining systems, managing tasks independently, and supporting remote teams with consistency and care.

TECHNICAL SKILLS

- Admin & Organisation: Google Suite, Microsoft Suite, Notion, Trello
- Content & Design: Canva, CapCut, Adobe Premiere Pro
- Marketing Tools: Mailchimp, Moosend, Google Trends, Ahrefs, Keyword Planner
- Communication: Clear written correspondence, stakeholder coordination

REMOTE WORK STYLE

- Reliable, self-managed, and effective across time zones
- Comfortable working independently or collaboratively in virtual teams
- Strong communicator, systems thinker, and process builder
- Passionate about supporting clients who value purpose, sustainability, and meaningful connection in their work

EDUCATION

Abertay University, 2023

SCQF Lvl 9 (CPD Upskilling): Developing the Digital Marketing Strategy, Digital Marketing Metrics, Digital Marketing Audit, The Digital Marketing Toolkit

Glasgow Kelvin College, 2022

Level 2, Digital Promotion for Business

The Open University, 2017-2021

BA International Studies, Upper Second Class

Dundee and Angus College, 2015

HNC, Travel and Tourism

CLIENT LIST

A list of clients I have worked with both past and present.

- Torq Routesetting
- AP Mountaineering
- Health and Communications Julia Krahnen
- Climb Like a Woman
- Ulūk Outdoors
- The Land Collective
- Castlewood Group
- Cosmos Community Centre

WORK EXPERIENCE

Virtual Assistant, SeVA
March 2023 - Present

- Marketing support to small businesses: newsletters, email campaigns, social media management, brand development
- Inbox management: respond to enquiries, arrange meetings, maintain records
- Developed SOPs to improve clarity and reduce workload.
- Communications: website updates, managing WhatsApp communities, email subscribers
- Building customer relation systems and flows through Notion and Loop.

Development Worker, LIFT OFF
February 2022 - July 2024

- Managed a shared inbox and delegated/responded to high-volume messages
- Built systems in Excel and SharePoint for tracking attendance, engagement, and events.
- Created branded templates and organised presentation assets.
- Trained staff on SharePoint tools to increase efficiency and consistency.
- Volunteer coordination

Admissions Representative, University of St Andrews
July 2021 - February 2022

- Used ATS to manage student applications and track candidate progress.
- Effectively coordinated the university's foundation outreach program, ensuring meaningful engagement with targeted audiences.
- Oversaw both internal and external communication channels, ensuring seamless information flow and nurturing positive relationships with stakeholders.
- Successfully managed a large cohort of student ambassadors, promoting teamwork and enhancing outreach initiatives to potential students.

Customer Complaints Handler, British Telecom
March 2016 - July 2021

- Recorded a high volume of resolved client issues.
- Strengthened problem-solving and negotiation skills, balancing empathy with outcome-driven resolution.
- Navigated complex CRM system and contributed to the improvement of bugs and errors in new system development.
- Adapted communication style across channels (email, phone, messaging platforms).
- Used behavioural insights and performance forecasting to plan workloads, prioritise incoming queries, and meet key administrative KPIs.

