

# Jodie R. Perry

## VIRTUAL ASSISTANT & CONTENT CREATOR

### PERSONAL PROFILE

Jodie R. Perry is a virtual assistant and a successful entrepreneur. She brings over 20 years of business experience to her clients. As a virtual assistant to a variety of businesses, she leverages her wide knowledge and expertise in a variety of fields.

She also shares her knowledge and expertise of raising kids, running a business, and keeping your sanity, with other moms at [lifeunboxed.blog](http://lifeunboxed.blog).

She is a wife, homeschooling mom of 6, writer, blogger, podcaster, and accidental entrepreneur.

### WORK EXPERIENCE

#### Virtual Assistant | 2014 to Present

Providing administrative, creative, and technical support as a Virtual Assistant, to a variety of small businesses and individuals.

#### Hope Together Foundation | 2025 to Present

Hope Together Foundation is a private foundation that exists to promote the well-being of mankind throughout the world.

- Created the corporation including: filing articles of incorporation, writing the bylaws, formulating the conflict of interest policy, registering as a charity, and completing form 1023 to receive the 501(c)3 determination.
- Established grant making guidelines.
- Ensured the corporation was in compliance with local and federal laws.

#### Shannon Associates | 2015 to Present

Shannon Associates is the agency of choice for the most talented illustrators, photographers, animators and authors in the visual communication industries and continues to lead the field in fresh, innovative, and creative talent.

- Review and negotiate terms for all artists' publishing contracts.
- Invoice and follow up on all artists' projects.
- Follow up on intellectual property infringements.
- Manage artists' payments.
- Oversee and manage database

#### Matthew Ward Ministries | 2015 to Present

Matthew is a singer, songwriter, and producer. He has released 9 solo albums, and 15 albums as part of the 2nd Chapter of Acts. He has recorded or performed with more than 50 contemporary Christian artists. As well as singing a duet with Donna Summer and background vocals including the No. 1 hit She Works Hard for the Money.

- Recreated musician website to give it a creative and modern style: designed, created, edited content, formatted images, and fully updated and rebuilt website.
- Webmaster for the website. Updating blog and website with new content. Redesigning home page, as needed, to highlight content updates.

### MY EXPERTISE

- Content developer
- Published creator
- Research
- Social media
- Cold emailing
- Copyediting
- Web designer
- Publishing
- Non-profit
- Board of Directors
- Canva
- Amazon KDP
- Artificial Intelligence

### CONTACT INFORMATION

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 [Author Profile](#)

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### EDUCATION & CERTIFICATIONS

#### Specialized Certificate in Digital Marketing

Univ. of California, San Diego Extension

#### Specialized Certificate in Copyediting

Univ. of California, San Diego Extension

#### Diploma in Biblical Studies

Summit International School of Ministry  
*Valedictorian*

SEO Foundations (2014)

SEO Keyword Strategy

SEO Foundations (2019)

SEO: Link Building In-Depth

SEO: Videos

Quickbooks Online Essential Training

Accounting Foundations: Bookkeeping

SEO Keyword Strategy (2020)

Local SEO

### BOARD OF DIRECTORS

Hope Together Foundation | 2025 to Present

Private Foundation

*Secretary & Treasurer*

ACTS | 2018 to Present

Homeschool Co-op

*Chairman of the Board & Treasurer*

Living New Covenant Ministries

2012 to 2014

*Secretary*

### Virtual Assistant (continued)

#### Clean Pro Exteriors | 2016 to 2021

Clean Pro Exteriors serves the North Carolina community with cleaning services that protect customers home or business from top to bottom.

- Create original blog and social media posts. This led to the website ranking number 1 in Google searches.
- Implemented tracking system for business and personal expenses.
- Executed direct mail marketing campaigns.

#### MyHope Global | 2019 to Present

MyHope is a faith-based website providing mental health resources to help navigate through the roadblocks, detours, and potholes of life.

- Create original content and social media posts.
- Designed magazine ad that reached 2 million church leaders.
- Created and executed the cold email campaign with above industry-standard conversion rates.
- Wrote and designed grant proposals.
- Designed logo.
- Created, designed, and printed all marketing materials.

#### Leadership-Link | 2019 to 2023

Leadership-Link helps to grow leadership and teamwork skills that maximize the value of incredible scientific, technical, and business expertise.

- Implemented accounting and payroll processes.
- Track and invoice clients.
- Reconcile and update Quickbooks.

#### World Challenge | 2012 to 2014

##### Executive Assistant

Pastoral Care, Local and Global Outreach

Skilled and dedicated Executive Assistant with extensive experience in the coordination, planning, and support of daily operational and administrative functions.

- Provides comprehensive support for executive-level staff including scheduling meetings, coordinating travel, and effectively managing all essential tasks.
- Proven track record of accurately completing research, reporting, information management, marketing, and business-development efforts within budget requirements.
- Developed and maintained detailed administrative and procedural processes that reduce redundancy, improve accuracy and efficiency, and achieve organizational objectives.
- Highly focused and results-oriented in supporting complex, deadline-driven operations; able to identify goals and priorities, and resolve issues in initial stages.
- Researched, wrote, and implemented guidelines and procedures for benevolence fund.
- Recognized “go-to” person for a broad range of issues and concerns, such as questions regarding budgets, board of directors, benevolence disbursement, and many others.
- Improved the experience of the staff daycare by providing structure, activities, and daily schedules for childcare rooms.
- Coordinated international travel for humanitarian outreach teams.
- Worked with the media department to edit marketing material.
- Provided and coordinated volunteer lay-counselor support, at the request of the Department of Human Services, during the Waldo Canyon and Black Forest fires.

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### Summit International School of Ministry | 2010 to 2012

Versatile and resourceful, successfully executing all tasks within a diverse role with excellence.

#### Director, Communications

- Effectively managed content for launch of new WordPress website, which included writing and editing; oversight of writers, photographers, and graphic designer.
- Demonstrated a keen ability to learn new programs and marketing strategies for the development and maintenance of an excellent web presentation.
- Successfully cultivated communications team to achieve marketing objectives.
- Edited, designed, and spearheaded the publication of a curriculum workbook.

#### Director, Admissions

- Developed, implemented, organized and managed new enrollment process to simplify and minimize student wait time from hours to minutes; effectively implemented process that saved time and money.
- Managed admissions Access database, modifying reports and making the database more useful and cohesive to school functionality.
- Proficient in communicating with all prospective students.
- Demonstrated high organizational skills through management of student files.

#### Registrar

- Developed, implemented and executed new transcript process, which cut the time to create a student transcript from 1 hour to approximately 15 minutes.
- Skillfully managed and organized graduate files.

#### Faculty

- Researched and wrote curriculum for Principles of Administration and English 2 courses.
- Taught Principles of Administration; over 35 hours of classroom time.
- Taught English 2 (writing skills); over 30 hours of classroom time.

### Times Square Church | 2002 to 2010

#### Executive Assistant

##### Counseling Department

Accomplished and highly dependable Executive Assistant with extensive experience in administrative roles in an internationally known church of approximately 8,000 congregants, located in mid-town Manhattan. Organized and detail-oriented with demonstrated project coordination skills. Practiced in prioritizing and managing multiple tasks.

- Provided comprehensive support for executive-level staff including scheduling meetings, coordinating domestic and international travel, responding to communications and effectively managing all essential tasks.
- Proven track record of managing and coordinating approximately 70 volunteer counselors including assessing and assigning counselors with counselees, handling confidential information, managing all department operations.
- Successfully managed video team by establishing guidelines for contractors to coordinate with multimedia department, delegated requests, and facilitated periodic meetings.
- Coordinated, delegated, and executed large church events which included coordinating with the Navy to make the event successful.
- Highly effective in managing deadlines for a team of approximately ten people coordinating a successful event in Times Square that saw 50,000 people participating.
- As part of an editing team, consistently edited senior pastor's monthly newsletter with set deadlines.
- Proficiently trained interns to assist with department demands.
- Consistently adapted to increasing responsibilities and new projects.
- Work well in high-pressure and demanding environments.

#### Accounts Payable | 2004 to 2005

#### Accounts Receivables | 2003 to 2005

#### Administrative Assistant to Church Administrator & Hospitality Director | 2002 to 2003