

Genevieve Lachance

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Blog: <http://vasimpleservices.com/blog>

Facebook (Page): <https://www.facebook.com/vasimpleservices>

Twitter: <https://twitter.com/vasimpleservice>

LinkedIn: <http://www.linkedin.com/in/genevivelachance>

Complete Web Profiles: <http://xeeme.com/GenevieveLachance>

About

Passionate for the web, I have a great interest in technology and new communications media. My wish is to exercise that passion every day in my professional life and to share my knowledge and experience with successful companies.

Experience

Owner at VA Simple Services

VA Simple Services (November 2009-present)

- Assist customers in managing their Web presence on different Social Networks (Facebook, Twitter, LinkedIn, etc.) in order to create visibility, build a following and promote their services and products.
- Social Media Coaching
- Online Marketing Audits
- Email Marketing

Partner / Administrator

Platinum Solutions Inc. (April 2006-present)

- As the administrator, my responsibility is to ensure smooth operations within the organization while upholding the mission and vision and adhering to its set standards.
- Bookkeeping, Government remittance (GST/QST), Billing, Customer Services, Administration Office.

Financial Services Manager

National Bank of Canada (February 2006-October 2010)

- Advise customers based on their financial needs such as mortgages, loans / lines of credit, investments (mutual funds, GICs, etc.)
- Contribute to developing the business and ensure customer loyalty by providing appropriate products and exceptional customer service.
- Sales and promotion of financial solutions for individuals.

Office Manager

Financial Services Co. (October 2004-July 2005)

- Assist financial planners by offering services and products to existing customers and prospects.
- Organize and oversee all administrative activities to maintain the proper functioning of the office.
- Respond to customer requests quickly and efficiently.

Senior Administrative Assistant

Assante Wealth Management (August 1995-February 2003)

- Assist financial planners in providing services and products.
- Analysis of records to qualify customers for products and services.
- Respond to customer requests quickly and efficiently.

Skills

- Marketing / Online Marketing
- Wordpress, Blogger, Tumblr
- Multitudes of web tools
- Manage social networking websites
- Social Media Marketing Training and coaching
- Microsoft Word, Excel, Powerpoint

Education

University of Waterloo

Psychology / Sociology - Carleton University

Language

English and French spoken and written

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