



Sally Kuhlman

Full Service Business Support

San Francisco Bay Area, CA
United States

sallyk@virtualsimplicity.net

My Company: <http://www.virtualsimplicity.net>
Me: <http://sallykuhlman.com>
My Blog: <http://sallyaroundthebay.com>

Summary

Through my work with business owners, I discovered I have a real passion for supporting entrepreneurs. I have helped many business owners focus their energy and be accountable, making it easier for them to save time and money, and get things done. My services focus on operational, administrative support, and social media. I specialize in communications (e.g., phone and email follow up), calendar set up and management, event coordination, database set up and maintenance, office management, report generation (e.g., sales, inventory), AP/AR, order processing, and other business support/project management needs.

I am an entrepreneur, owner of [Virtual Simplicity](#) and [Sally Around the Bay](#). I co-authored the book [Managing Your Thriving Business for Success](#). I have a BA from the University of California, Irvine in Social Ecology specializing in psychology and human behavior, and training in project management from the University of California, Berkeley Extension. I am very active on [Twitter](#) and I am the organizer of the [Marin County TweetUps](#). I am the vice president of public relations for the [Dominican University Toastmasters](#). I live in the San Francisco Bay Area.

Work History

Virtual Simplicity

2002 - Present

Owner

Full Service Business Support

- administrative, marketing and technical support for entrepreneurs and small businesses
 - executive assistance
 - project management
 - team leader (multi-VA practice)
 - accountability
 - calendar management
 - bookkeeping
 - newsletter coordination
 - form creation
 - copywriting/editing
 - branding support - logo, brochures, letterhead
- social networking
 - set up
 - training
 - maintenance
 - planning, analyzing, and reporting
 - marketing campaigns
 - brainstorming
- blog/website set up & maintenance
 - WordPress
 - Joomla
 - BlogSpot



- Dreamweaver
- TypePad
- SEO

Mountain Biking Marin

Jun 2008 - Present

Social Media & Marketing Director

- promotion and coordination of mountain bike events through marketing campaigns
- management of social networking sites (facebook, twitter, blogs)
- management of website, newsletter, and clients database
- administrative support
- bookkeeping (AR/AP)



Abundantia Consulting

2002 - 2006

Director of Operations

- project coordination
- technical assistance
- financial operations overseeing (administrative, accounting, A/P, A/R, payroll, budget development, and projections)
- human resources support
- website development and maintenance
- management and maintenance of clients database
- administrative support

Limited Brands Bath & Body Works

2000 - 2002

Executive Assistant to VP of Sales

- management and coordination of events
- training and technical assistance
- database management
- local and regional projects overseeing and coordination
- financial reports generation
- newsletter design and coordination
- human resources support (employees satisfaction surveys, employee/customer relations, handling confidential, and sensitive personnel issues)
- regional financial operations overseeing (administrative, accounting, A/P, A/R, payroll, budget development, and projections)

Smith Chiropractic Center

Corte Madera, CA, United States

1996 - 2000

Office Manager / Bookkeeper

Office Manager

- coordinate and oversee a very active and fast-paced office (200+ daily patient visits for 3 doctors)
- maintain a database for scheduling and tracing patient visits
- train and supervise front desk receptionist
- coordinate seminars, shows and fairs including booth and conference room reservations as well as order props and set up
- purchase, install and maintain computer equipment including PC hardware and software
- organized, developed and currently update a filing system that includes medical records and X-rays

- created, developed and currently maintain an email database for electronic communication between patients and doctors
- perform direct mailing and faxblast for office promotions and seminars
- design and create advertisements, coupons, flyers, newsletters and other promotional materials for seminars and special events as well as office décor

Bookkeeper

- responsible for overall financial operations including administrative, accounting, A/P, A/R, budget development and projections
- manage and maintain an extensive medical billing/collections from patients, attorneys and insurance companies
- monitor inventory, supplies and equipment orders
- prepare weekly, monthly and yearly financial reports as well as patient statistics using Excel and chiropractic software
- handle employee reimbursements

Ross Academy Montessori School

Mill Valley, CA, United States

1994 - 1996

Daycare Supervisor & Teaching Assistant

- organize, coordinate and supervise daycare staff and activities
- assist school director with employee scheduling
- provide support to head teacher with daily routines and educational activities
- tutor children in reading, writing and math skills

Education

University of California, Berkeley
Extension

2004 - 2004

Project Management

University of California, Irvine

1991 - 1993

BA, Social Ecology: Psychology & Human Behavior

Recent Trainings

Social Media Success Summit 2010 - May 2010

Social Media 201 for Nonprofits presented by John Kenyon at [CVNL](#) - March 2010

Best Practices in Electronic Advocacy (eAdvocacy) presented by Arnold Chandler - March 2010

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