

# FEYISETAN BIDEMI SALAU

Virtual Administrative Assistant

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## Professional Summary

A versatile virtual administrative assistant with 10+ years of experience. Always ready to bring a unique blend of technical expertise and creative skills to support business needs. My proficiency in website development using platforms like WordPress, Elementor (web builder), Contentful, and Shopify enables the seamless design and management of dynamic, user-friendly, and responsive websites. As a skilled copywriter and web content creator, crafting compelling content tailored to engage audiences and enhance online visibility and leveraging SEO strategies for optimal performance has always been my goal. My experience as a content management specialist ensures seamless organization and publication of digital assets. Additionally, my speech annotation and video editing services, combine technical precision with creative storytelling to deliver high-quality outputs. Dedicated to excellence, my commitment to helping businesses thrive by providing reliable, innovative, and tailored virtual assistance services is immeasurable.

## Core Skills

- Calendar management
- General office administration tasks
- Content management system (CMS)
- Website development & management
- HTML, CSS & PHP
- Contentful, Shopify, WordPress, Elementor (web builder)
- Problem solving
- Data entry, data collection and web scraping
- Internet/online research
- Copywriting
- Customer relationship management (CRM)
- Microsoft Office
- Collaborative project management
- Speech annotation
- Email handling and excellent communication
- Video editing

## Professional Experience

**Virtual Administrative Assistant**  
**Skilling Limited** | Nicosia, Cyprus

**November 2022 – October 2024**

- Managed web content with Contentful (headless) CMS, ensuring the accurate upload, editing and publication of content across various platforms.
- Coordinated content updates, managed multimedia resources, and maintained consistency across digital assets.
- Increased the number of trading articles published monthly from the regular 45 to 60 articles to 80 to 100 articles.
- With the help of Asana and Slack, which are collaborative project management tools, collaborations with cross-functional teams to improve website content and performance were seamless.

**Virtual Administrative Assistant**  
*OnYourMark, LLC | Wisconsin, USA*

**April 2022 – April 2023**

- Developed and maintained in-house websites with WordPress CMS and other industry-standard tools.
- Created and managed in-house website content, ensuring alignment with client goals and strategies.
- Conducted SEO optimization to improve website visibility and user engagement.
- Completed the re-design of 3 in-house websites and updated content of 20+ customers' websites.

**Virtual Administrative Assistant**  
*DG&M Property Investment Ltd. | London, UK*

**May 2021 – February 2023**

- Managed calendars, appointments, and client communication for the executive team.
- Provided comprehensive administrative support, including email management and property brochure preparation.
- Assisted in coordinating virtual meetings, events, and property management tasks.
- Created videos and edited them for property brochures.
- Created 20+ videos featuring property summaries and sold 1 property with my employer.

**Virtual Administrative Assistant**  
*Prossor.AI | Istanbul, Turkey*

**November 2021 – October 2022**

- Speech annotation (transcribed audio/video to text).
- Handled audio/video segmentation and annotation.
- Completed the transcription and named entity recognition (NER) of 30+ videos.

**Freelance Virtual Administrative Assistant**  
*Fiverr | Guru | PeoplePerHour | UpWork*

**December 2014 — Present**

- Provides freelance virtual administrative assistance services such as calendar management, data entry, video editing, web scraping, speech annotation, email handling, website development & management, web content management, copywriting and more.
- Delivers high-quality administrative support and consistently meets clients' deadlines.
- Completed 170+ projects with 65+ clients/employers.

## Education

**University of Ilorin, Kwara, Nigeria**  
Bachelor of Engineering *Electrical & Electronics*

**2012**

## Languages

**English** (*full professional proficiency*); **Yoruba** (*full professional proficiency*).

## Interests

- Continuous learning & skill development.
- Surfing the internet.
- Problem-solving & innovative solutions.