

2024

CAT MARTINEZ

Portfolio

www.cat-martinez.com





In a world where time is your most valuable asset, what actions are you taking to save it?

HOW I MAKE A DIFFERENCE:

For years, the mantra has been “work smart, not hard.” That’s exactly what I bring to the table.

Business owners, entrepreneurs, and visionaries delegate tasks to VAs like me. So they can focus their time on the aspects that truly drive their mission forward.

WHAT I DO:

I support start-up and small businesses by handling the little details from inception to success, helping my clients save valuable time, and in some cases, their sanity.

By handling administrative tasks, which are typically non-billable, I enable my clients to maximize their billable hours and achieve significant cost savings.

My motivation to do what I do comes from the moments when clients tell me I’ve made a positive impact on their business or lives. I love seeing new businesses succeed and celebrating their hard work and hustle. These moments are incredibly rewarding for me.

I’m committed to fully understanding your vision and mission, and adding as much value as possible.

I believe in the power of a good match and look forward to connecting to determine our compatibility

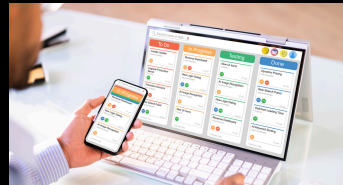
EXPERIENCE



Candidate Screening



Interviews



HRIS Setup



Data Entry



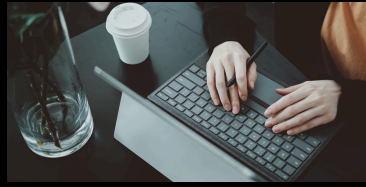
Research



Email Management



Bank Recs



Expense Tracking



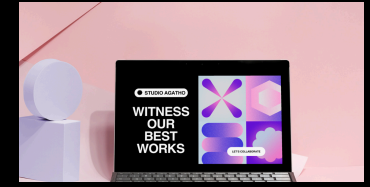
Profit & Loss



Email Marketing



Engagement



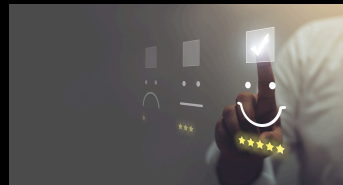
Canva Designs



CRM Management



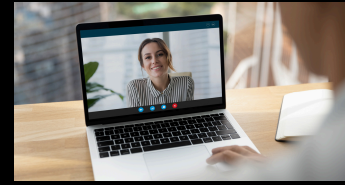
Web Design



Automations



SOP's



Training



System Setup

WHAT I DO

I simplify your business operations by eliminating the need for multiple contractors across different platforms. With experience in various aspects of business management, I'm adaptable and capable of learning things quickly. Here are a few examples of some daily tasks that I can help with.

OPERATIONS

- Contacting suppliers for managing business compliances.
- Research software options to improve business operations.
- Data entry.
- Contacts search.
- SOP creation.
- CRM setup.
- Staff training.

ACCOUNTING

- Daily bank reconciliations.
- Expense tracking.
- Invoicing.
- Analyze profit and loss statements.

MARKETING & DESIGN

- Funnel creation.
- Email marketing campaigns.
- Social media management.
- Website design and management.
- Design and content creation.
- Designing Ads
- Branding business documents

PERSONAL

- Create itineraries for travels.
- Create personal shopping lists and compare products, brands and reviews.
- Set up meetings.
- Research activities to do.

CORPORATE DESIGNS

Creating branded material for clients that represent their unique voice and style.



WEBSITE DESIGN AND MANAGEMENT

www.strogen.com

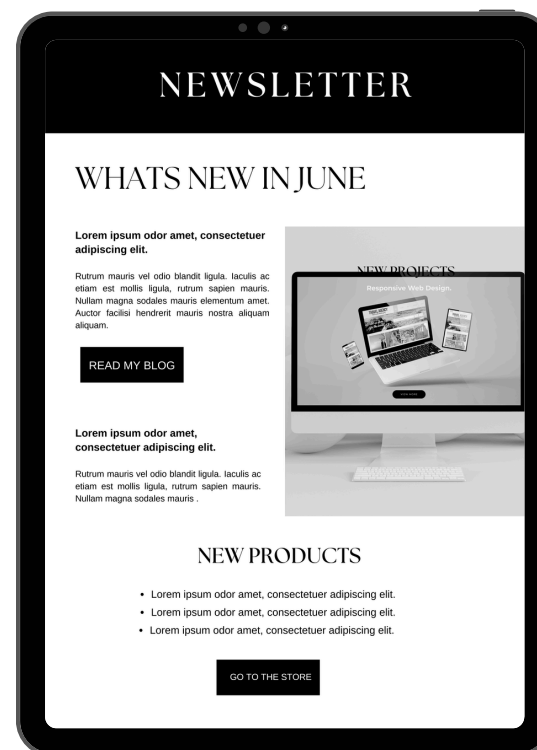
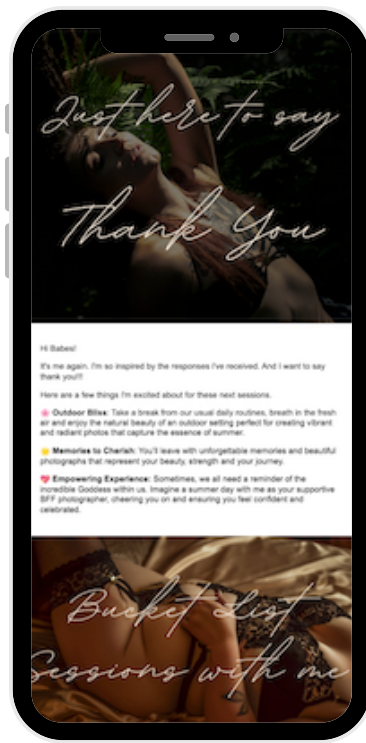
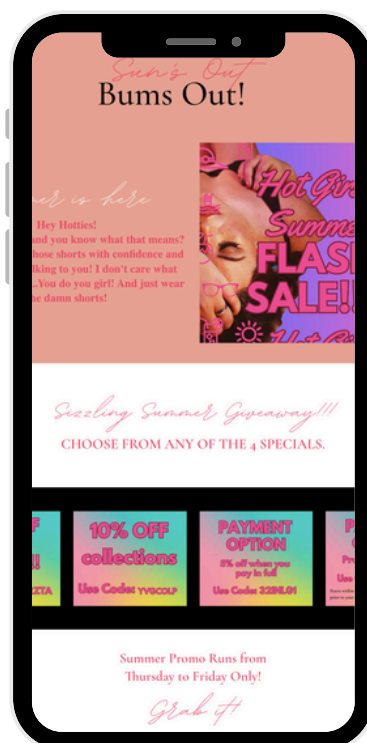
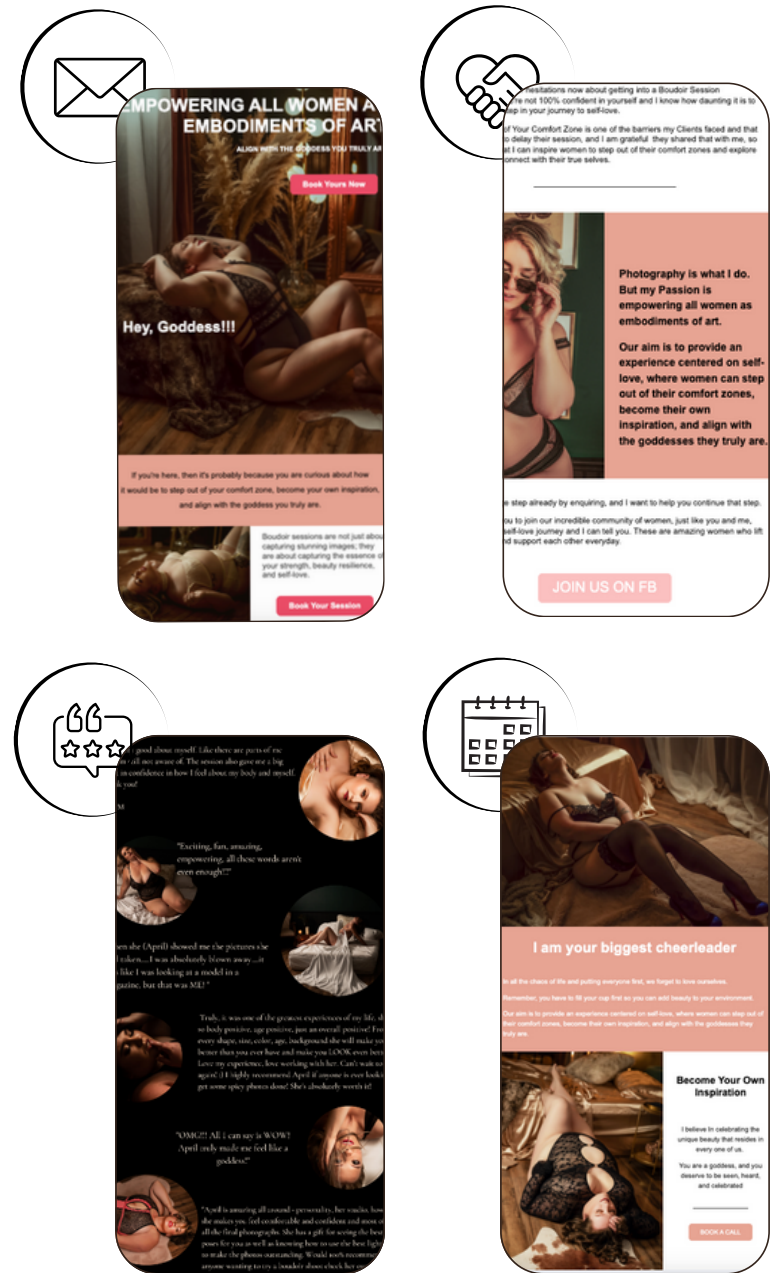
www.waynenutrition.com

EMAIL MARKETING

I work with clients to create nurture sequences from design to content, funnels, and automation, to build relationships, engage potential customers, and promote service bookings.

I design and write newsletters and emails that are either educational or promote new products, sales, and special offers.

Allowing them to connect with their audience with minimal effort.



SOCIAL MEDIA ENGAGEMENT

Maintaining a consistent presence can be a challenge when you have a million other things to do. I work with small and busy businesses to fill in this gap.

POLE ART MAKILALA

Fitness
Practice & learn new techniques and dance moves to improve balance & flexibility.

Confidence
Gain confidence through movement, feel secure in your body.

Strength
Beautiful choreography to build core strength & tone your muscles through movement.

PRIVATE OR SEMI-PRIVATE CLASSES FOR ALL LEVELS

- ✓ 60mins classes.
- ✓ Warm-up and cool down.
- ✓ Transitions and spins.
- ✓ Mastery of Pole Tricks.
- ✓ Climbing Technique.
- ✓ Invert Progressions.

Embrace the art of movement, discover your strength and power!

Stand in your **STRENGTH**

Own your power

Our Studio

Pole Art Makilala is North Cotabato's first ever Dance Studio based in Makilala that offers;

- Pole Fitness
- Pole Dance
- Aerial Hoop
- Heels
- Chair Dance

Private Classes for All Levels

You have 5k but you can only buy things that start with the first letter of your first name, what will you buy?

Comment the last thing you did then end it with.....Like a Goddess

SOFTWARE SKILLS

LIST OF SOFTWARE & TOOLS I HAVE USED

PROJECT MANAGEMENT



Trello



Hubstaff



Asana



Monday



Notion

DESIGN / MARKETING



Canva



Later

CRM



Go HighLevel



Dubsado



Hubspot

WEBSITES



Wordpress



Squarespace



Pixieset



Go HighLevel

ACCOUNTING



Quickbooks

EMAIL MARKETING



Go HighLevel



Hubspot



Flodesk



Mailchimp



MailerLite

EMAIL TOOLS



MX Lookup



Mailmeteor



MailGenius



GlockApps

TOOL BOX



Google Workspace



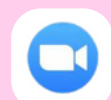
Loom



Skype



ChatGPT



Zoom

ABOUT ME

I'm dedicated, loyal, and persistent. I take my job seriously and strive for excellence in everything I do.

And if you trust me, I can be a valuable partner on your team and an asset to your business.

When I'm not working, you can find me in my happy place—in my dance studio.

I am a sunrise and sunset chaser. There's something magical about watching their beauty that fills my soul with joy.

Cat



WORK WITH ME

PHONE

+63 966-827-5766

EMAIL

va@cat-martinez.com

CALENDAR

[Link to book](#)

CONNECT WITH ME

