

ASUNTAH LAVINE

Roselyne Lavine Asuntah

Executive Virtual Assistant • Customer Support Specialist • AI Workflow Automation

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PROFESSIONAL SUMMARY

Executive Virtual Assistant and Customer Support Specialist with hands-on experience across inbox and calendar management, CRM ticketing, and AI-powered workflow automation. Builds the system before a client has to ask for it — replacing ad-hoc scheduling with time-zone-ready calendars, turning reactive ticket handling into SLA-based triage, and automating repetitive admin in Zapier and Make.com so founders spend less time on tasks that don't need a human. Proven track record serving as a founder's sole point of contact during high-stakes periods, coordinating across multiple time zones and making prioritization calls independently. Comfortable working inside HubSpot CRM, Zoho CRM, Asana, ClickUp, and Notion, with a Computer Science background that makes the automation and data side intuitive rather than intimidating. Full-time availability, consistent output, and comfortable adapting working hours to align with US or international business hours.

CORE SKILLS

Executive Support: Inbox & calendar management, scheduling across time zones, SOP writing, executive briefings, travel coordination, meeting notes & action-item tracking

Customer Support: Ticket lifecycle management, SLA prioritization, de-escalation, live chat (Tidio, Intercom), CRM ticketing (HubSpot, Zoho Desk)

AI & Automation: Zapier, Make.com, workflow design, CRM data modeling, process documentation

Platforms & Tools: HubSpot CRM, Zoho CRM, Salesforce (working exposure), Asana, ClickUp, Trello, Notion, Google Workspace, Microsoft Office, Slack, Zoom, Loom, Calendly

Other: Business writing, ghostwriting, strategic planning, data entry, IT help desk support

PROFESSIONAL EXPERIENCE

Executive Virtual Assistant / Customer Support / AI Automation — Freelance

March 2026 – Present

Remote

- Manage inboxes and calendars end-to-end for founders and small teams, replacing ad-hoc scheduling with a system that runs without daily check-ins.
- Introduced SLA-based ticket triage and de-escalation processes for clients who previously had none, turning reactive support into a documented, repeatable system.
- Design and build AI-powered automations in Zapier and Make.com that connect forms, inboxes, and CRMs — removing manual, repetitive steps from admin and support workflows so founders can focus on higher-value work.
- Work confidently inside HubSpot CRM — tickets, deals, contacts, and the data model connecting them — so clients don't have to onboard someone from scratch.

Customer Success & Customer Service Representative — Globewise Agency

October 2025 – August 2026

Eldoret, Uasin Gishu County, Kenya

- First point of contact for prospective and enrolled students navigating study-abroad applications, from initial inquiry through registration and beyond.
- Guided a steady caseload of prospective students end-to-end — through documentation and IELTS registration — as an official registration partner, converting inquiries into enrolled students through consistent follow-up.
- Tracked student engagement closely enough to flag at-risk students before they disengaged, feeding directly into retention efforts.
- Handled a steady volume of inquiries across calls, email, WhatsApp, and in-person consultations without letting response times slip.
- Surfaced recurring student concerns to the team, contributing to changes in how the service actually ran.

Customer Support / Administrative Assistant — G-TON Limited

March 2025 – June 2025

Nairobi County, Kenya

- Served as first employee and sole point of contact for the founder during an active fundraising period, handling correspondence across local, US Pacific, and Australian time zones with investors.
- Coordinated the founder's investor-meeting schedule and travel — including a fundraising trip to San Francisco — and made the call on which meetings took priority when they collided, handling the rescheduling directly so only settled outcomes reached the founder.
- Researched an investor's background and priorities ahead of a follow-up, then drafted a message in the founder's voice shaped around what that investor cared about; the investor came on board.
- Replaced inconsistent customer notes with accurate, searchable interaction logs in the CRM.
- Flagged recurring complaint patterns to management, feeding into process changes that cut down repeat contacts on the same issues.
- Balanced support work with scheduling, data entry, and team correspondence without either slipping.

IT Support & Help Desk Support (Internship) — FinAccess

August 2024 – January 2025

Nairobi County, Kenya

- First responder for hardware, software, and network issues across the organization, logging and resolving tickets instead of letting fixes go undocumented.
- Set up and maintained user accounts, permissions, and equipment, cutting down the back-and-forth on basic access requests.
- Built out troubleshooting guides and support logs so recurring issues could be resolved faster by whoever picked up the ticket next.

SELECTED PORTFOLIO PROJECTS

Self-directed projects built to demonstrate applied skill ahead of client work — full case studies at asuntah-lavine-022.netlify.app.

- ClarityHub Support System: Modeled a full ticket lifecycle — New to Closed — with SLA-based triage designed to catch at-risk tickets before they breached, then built a Make.com scenario to route Gmail requests through Sheets into HubSpot and Asana automatically.
- HubSpot CRM Build: Modeled an end-to-end CRM (contacts, companies, deals, tickets) and documented the full data model in a client-ready guide, so a real client wouldn't need to explain their process from scratch.
- Zapier Automations: Built live Zaps connecting Google Forms to HubSpot, Asana, and Gmail for two client scenarios, replacing manual lead intake and task creation with an automated handoff.
- Executive Support SOPs: Authored SOPs covering time-zone scheduling, weekly executive briefings, ticketing, and inbox-zero management — compiled into a branded reference guide a client could hand to any new hire.
- Loopline PM Portfolio: Produced Asana-based PM deliverables for a fictional project team, including a color-coded risk register and a status report modeled on a real project reporting cadence.

EDUCATION & CERTIFICATIONS

Bachelor of Science, Computer Science — University of Eldoret (September 2019 – December 2024)

Virtual Assistant — ALX Africa | Public Relations — Alison | Project Management — HP LIFE