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OBJECTIVE

Assist small businesses and individuals with a variety of digital presence management and other virtual assistance needs focusing on website design and maintenance including blogging, social media platform management, digital forms and data processing, graphic design, and research. Open to discussing a client's needs outside of this scope.

EMPLOYMENT HISTORY

Digital Presence Management and Virtual Assistant

June 2013 to Present

Independent Contractor

Short and long-term jobs ranging from website design to hand-off or daily, weekly, and monthly maintenance, social media platform management using Facebook, Twitter, Instagram, Google My Business and other specialized platforms like Doximity, other marketing opportunities including e-mail and text campaigns from graphic design to execution, writing blogs, press releases, letters and briefs, developing digital forms and spreadsheets for data processing and individual bookkeeping needs, researching a variety of topics as needed by individual clients for propositions from third parties or inquiries, making contact with third parties to negotiate services and build relationships. Business clients range from doctors, tattoo artists and tattoo studios, tattoo pigments and machines, boat rental, political candidates, artists, non-profit organizations, hair salons, and television personalities.

Business Management

June 2011 to May 2013

Owner – SBTB, Inc., Miami Beach, Florida

Operated a privately owned, micro business with a gross income of \$200,000 USD through sale. Duties included daily bookkeeping, including daily purchases, bill payments, and monthly payroll; human resources, including the supervision of two (2) employees, including hiring, training, and dismissals; operating resources, including ordering for beverage, and boutique; equipment maintenance, including the daily upkeep of lights, internet connectivity, refrigeration, registers, and bar equipment; public relations, including interacting with customers, government officials and other members of the community, public relations and marketing, including, promotional flyers and distribution, website design and maintenance, social media presences, promotion, and interaction, resulting in prominent people and celebrities frequenting the establishment.

September 2004 to August 2005

Managing Director – West Indies Dive Bar N.V., St. Maarten, Netherlands Antilles

Operated a privately owned, large business with a gross income of \$3 million USD annually, under a one-time, one-year contract. Duties included daily bookkeeping, including daily purchases, bill payments, and monthly payroll; human resources, including the supervision of four (4) shift managers and fifty (50) employees, as well as hiring, training, and dismissals; operating resources, including ordering for food, beverage, and boutique; equipment maintenance, including the daily upkeep of lights, internet connectivity, refrigeration, grill, registers, and bar equipment; public relations, including interacting with customers, government officials and other members of the community, answering questions via the business website; marketing, including the purchase and design of all newspaper and magazine ads including in flight magazines, promotional flyers and distribution.

1990 to 2003

General Manager – Sun City, Inc., Ocean City, Maryland

Operated two privately owned businesses with a gross income of \$1 million USD per season, in a resort setting. Duties included daily bookkeeping, including daily purchases, bill payments, and weekly payroll; human resources, including the supervision of twenty-five (25) employees, as well as hiring, training, and dismissals; operating resources, including beverage and boutique ordering; equipment maintenance, including the daily upkeep of lights and sound, internet connectivity, and registers; public relations, including interacting with customers, members of the community including local police; marketing, including the design of all newspaper ads, promotional flyers and distribution, and the design and eventually the upkeep of two (2) websites.

Education – Administration and Teaching

July 2007 to June 2011

Administrator (Principal) – Life Skills Center of Miami-Dade County (White Hat Management), Miami, Florida

As Administrator primary duties included operating the school following the philosophy of the managing company, the rules of the governing board and Local and State Board of Education, and the requirements of law, being accountable for personnel, curricular programs, promotion of the school, implementation of School Improvement Plan, facilities, finance, pupil development, parental and community involvement. Be able to do and oversee all aspects of the Assistant Administrator duties listed below.

July 2006 to July 2007

Assistant Administrator (Vice-Principal) – Life Skills Center of Opa Locka, (White Hat Management) Miami, Florida

As Assistant Administrator primary duties included supporting the school's Administrator, the staff and students while assisting in the daily operations of the school. Responsibilities ranged from opening and/or closing the building, providing structure and scheduling, counseling and disciplining, conflict resolution, training and mentoring, school test coordinator, analyzing test data and transcripts, and preparing courses for students. I also interviewed potential staff, held conferences with students and parents, helped prepare students and staff for graduation ceremonies.

January 2001 to August 2002

Reading Intervention Teacher – Stephen Decatur Middle School, Berlin, Maryland

Implemented Houghton Mifflin's SOAR to Success reading program. Duties included - administering, collecting, and analyzing test data to locate candidates for the program within the 675-student population. Additional responsibilities included developing a supplementary curriculum for 8th grade students who had participated in one semester of reading intervention and demonstrated growth in reading, however needed and wanted additional support as they worked toward reading on grade level and a four-week summer curriculum.

Contact Human Resources Worcester County School Board 410.632.5000

1999 to 2001

Substitute Teacher - Worcester County Schools, Worcester County, Maryland

Substituted in a variety of classroom settings in elementary and middle schools.

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VOLUNTEER ROLE

June 2014 to Present

Various Roles over the years including Secretary and President – PALS: Parent Advocates for Learning Support 501(3) C Designing and maintaining website and social media platforms, organizing and scheduling monthly in-person and virtual meetings, engaging with the community to bring awareness, learn of hot-topics, and invite speakers all to build and provide a supportive community of families with children receiving special education services in Greater Pittsburgh, Pennsylvania.

EDUCATION

Doctorate in Philosophy, Studied

Major: Leadership and Education, Specializing in Educational Computing Technology (Distance Learning)

Barry University, Miami Shores, FL

Master of Education, 2002

Major: Applied Educational Technology

Wilmington College, Georgetown, DE

Bachelor of Science, 2000

Functional Major: Elementary Education

Salisbury State University, Salisbury, MD