

Nicola Berry

Virtual Assistant & Automation Specialist | Business Efficiency Consultant

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Professional Profile

A results-driven and highly efficient Virtual Assistant dedicated to transforming operational challenges into streamlined successes. As a Scottish professional, I deliver exceptional standards of meticulous attention to detail and proactive problem-solving. My core expertise lies in leveraging Google Apps Script to develop sophisticated, custom automation solutions that specifically target and eliminate repetitive tasks for small businesses, sole traders, tradespeople and freelancers.

I empower clients to reclaim valuable time, minimise manual errors, reduce operational costs, and significantly boost overall efficiency and profitability. My passion stems from personal experience with cumbersome administrative processes, driving me to build intelligent systems that allow businesses to work smarter, not harder, and achieve seamless scalability. Beyond advanced automation, I provide comprehensive virtual administrative support to manage all daily operational needs.

Key Skills

- **Automation & Scripting:** Google Apps Script Development, Workflow Automation, Process Automation, Custom Scripting, Script Integration, Data Automation, Business Process Optimisation, Efficiency Solutions, AI Workflow Integration.
- **Google Workspace Mastery:** Google Sheets (Advanced Data Management, Formulas, Automation), Google Docs, Google Forms, Gmail Automation, Google Drive Organisation, Google Calendar Management, Google Workspace Administration.
- **Comprehensive Administrative Support:** Data Entry, Email Management, Calendar Management, Scheduling, Document Creation & Formatting, Proofreading, Transcription, Invoice Preparation, Expense Tracking, File Management, Online Research, General Office Administration.
- **Business Operations & Systems:** Process Design, Workflow Documentation, Standard Operating Procedures (SOPs), System Implementation, Project Coordination, Problem Solving, Operational Efficiency Consulting.
- **Sales & Lead Generation:** Direct Sales, Sales Scripting, Lead Qualification, CRM Management, Client Acquisition Strategies, Market Research, Identifying Purchasers, Supplier List Management.
- **Digital & Social Media:** Social Media Content Creation, Content Strategy Development, Platform Management (LinkedIn, Facebook), Digital Communication.
- **Financial & Legal Admin:** Business Finance Management, VAT Return Preparation Support, GDPR Policy Development, Compliance Documentation, Newsletter Sign-up Processes.
- **Client Management:** Client Onboarding Automation, Relationship Management, Follow-up Systems, Out-of-Hours Support.
- **Other Tools:** Zapier, Trello, Hubspot, Monday, Notion, Slack, ClickUp

- Soft Skills: Proactive Communication, Problem-Solving, Attention to Detail, Time Management, Organisational Skills, Adaptability, Client-Centric Approach.
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Professional Experience

Founder & Lead Virtual Assistant | Empower Virtual Assistant Services | Online | July 2025 – Present

- Specialising in developing and implementing custom Google Apps Script automations to streamline client operations, significantly reducing manual workload, minimising errors, and improving accuracy across Google Workspace environments
- Provide comprehensive virtual administrative support, including efficient email management, data organisation, document preparation, and calendar management, ensuring seamless daily operations
- Design and document tailored business processes and automated workflows for diverse clients, leading to enhanced efficiency and scalability
- Consult with businesses to identify key automation opportunities and advise on integrating Google Apps Script with existing tools for optimised operational efficiency

Administrator | O'Neill Trees and Timber | Falkirk, UK | October 2021 - May 2025

- Social Media & Content Strategy: Led the development and execution of engaging original social media content and comprehensive content strategies to enhance online presence and audience engagement.
 - Direct Sales & Lead Generation: Successfully conducted direct sales and lead generation calls, meticulously identifying purchasers, finding direct contact information, and pursuing approved supplier lists to generate qualified leads.
 - Comprehensive Administrative & Client Support: Managed a wide range of administrative duties including efficient email responses, handling phone calls and customer enquiries, preparing project proposals, managing client contacts, and processing invoices. Provided dedicated Out-of-Hours Call Answering Service on a dedicated line, ensuring consistent client communication and support.
 - Compliance & Financial Administration: Researched, drafted, and implemented the Company GDPR Policy document and established a compliant Newsletter Sign-up Link process, ensuring data privacy and regulatory adherence. Managed essential business finances and prepared meticulous documentation for VAT returns, ensuring robust financial oversight.
 - Business Systems & Process Improvement: Designed, documented, and optimised existing operational processes and procedures, including creating visual process flowcharts (e.g., 'Enquiry To Feedback' infographic) to enhance clarity and efficiency.
 - Prepared Method Statement for Chainsaw Use, demonstrating adaptability and meticulous procedure development.
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Languages

- English: Native (Fluent)