

# Helena Fernandez

Virtual Assistant · Customer Support · Operations · Data Analytics

helenamsfperez@proton.me · France · Remote-ready · EU Work Authorization (Spanish nationality)

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## PROFESSIONAL PROFILE

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VA and Operations professional with 10+ years of international experience across Brazil, Portugal, and the United States. For 5 years I supported a US-based e-commerce company remotely — conducting brand and listing audits across multiple storefronts, running A/B tests, reviewing and editing front-end code (HTML/CSS, Shopify Liquid), and managing Etsy and Shopify operations across the main brand and its sub-brands. My background combines e-commerce operations, administrative coordination, and customer support with a growing foundation in data analytics — currently developing skills in Power BI, SQL, and Python. Holds Spanish nationality — full EU work authorisation, no visa required. Seeking fully remote roles. Available immediately.

## PROFESSIONAL EXPERIENCE

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**Virtual Office Assistant** | Feb 2021 – Feb 2026

SpeedyOrders · Part-time · Remote · United States

- Conducted ongoing audits across SpeedyOrders and its sub-brands — covering product listings, brand consistency (colours, logos, visual identity), page quality, and SEO descriptions on Etsy and Shopify
- Ran A/B tests on listings and product pages, identifying underperforming elements, proposing solutions, and implementing approved changes
- Reviewed and edited front-end code (HTML/CSS and Shopify Liquid templates) to support site functionality, layout fixes, and brand alignment across storefronts
- Managed inventory checklists and quality control of product pages across multiple storefronts
- Handled research, data organisation, client communication, and inbox management across time zones
- Operated independently in a fully async environment — consistently delivering weekly updates and flagging issues proactively

**Retail Salesworker & Customer Service** | Oct 2018 – Feb 2021

Sport Lisboa e Benfica · Full-time · Lisbon, Portugal

- Delivered high-volume customer service, sales support, and cashiering in a fast-paced European retail environment
- Processed membership fees and managed championship match ticket sales
- Executed customer loyalty campaigns and communicated promotions through direct client contact

**Administrative Assistant / Help Desk / Campus Tour Guide** | Aug 2014 – Feb 2018

Universidade Veiga de Almeida · Full-time · Rio de Janeiro, Brazil

- Managed library circulation, interlibrary loans, cataloguing, financial transactions, and institutional events
- Provided first-line online help desk support via the university website chat
- Led campus tours for prospective students from partner high schools — representing the institution to external audiences
- Held three concurrent institutional roles simultaneously, demonstrating strong multitasking under pressure

## KEY SKILLS

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**Operations & Admin:** Google Workspace · Office 365 · Notion · Calendar & Schedule Management · Process Documentation · Market Research · Social Media Management

**Customer Support:** Client Communication (EN/PT) · Email & Inbox Management · Help Desk · Ticket Management · Escalation Handling · Zendesk

**E-commerce:** Etsy · Shopify · Product Listing Analysis · Inventory Management

**Data & Analytics:** Google Data Analytics ✓ · Power BI · Looker Studio · Excel (Advanced) · SQL (Basic) · Python/Pandas (Intro)

## LANGUAGES

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**Portuguese** Native   **English** Professional / C1 — 5 years US remote   **Spanish** A2/B1   **French** A2/B1

## CERTIFICATIONS

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**Google Data Analytics Professional Certificate** Google / Coursera · Credential ID: Z3VJBTYQ52HE

**Power BI Beginner to Pro** Pragmatic Works

**Zendesk Support Fundamentals** Zendesk

## EDUCATION

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**Licenciatura, Civil Engineering** Faculdade de Engenharia, Universidade do Porto · 2019–2024