



PORTFOLIO
MELANIE REISCH

Virtual Assistant

Social Media • Organization • Digital Support
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WHO I AM

RELIABLE DIGITAL SUPPORT FOR STRUCTURE, COMMUNICATION & DAILY OPERATIONS

My name is Melanie Reisch and I work as a Virtual Assistant supporting businesses, entrepreneurs and teams in their daily operations.

With a strong background in administration, customer service and digital work environments, I combine structure, reliability and a clear understanding of processes.

I help take workload off your plate, create clarity in tasks and ensure that your business runs smoothly behind the scenes.

My work is proactive, detail-oriented and solution-focused.

I work independently, think ahead and make sure that tasks are handled efficiently and without unnecessary back and forth.



WHAT I OFFER (OVERVIEW)

Skills

ADMINISTRATIVE
SUPPORT

CUSTOMER SUPPORT

SOCIAL MEDIA SUPPORT

Skills

ORGANIZATION &
RESEARCH

HOSPITALITY & GUEST
EXPERIENCE SUPPORT

EXECUTIVE / PERSONAL
ASSISTANT SUPPORT

WHAT I OFFER

01

ADMINISTRATIVE SUPPORT

- Email & inbox management
- Calendar & appointment coordination
- Travel planning & booking
- Data entry & document organization

02

CUSTOMER SUPPORT

- Email & chat communication
- Ticket systems & request handling
- Customer follow-ups
- Complaint handling

03

SOCIAL MEDIA MANAGEMENT & SUPPORT

- Content scheduling
- Social Media Strategies
- Content creation
- Caption writing
- Community management

WHAT I OFFER

04

ORGANIZATION & RESEARCH

- Online research
- Process organization
- File & workflow management
- Task coordination

05

HOSPITALITY & GUEST EXPERIENCE SUPPORT

- Reservation management
- Booking systems & coordination
- Guest communication
- Check-in / check-out support
- Complaint handling & service recovery

06

EXECUTIVE / PERSONAL ASSISTANT SUPPORT

- Calendar & schedule management
- Travel planning & coordination
- Expense tracking & reporting
- Internal communication support
- Task & priority management

WHAT I OFFER (IN DETAIL)

ADMINISTRATIVE SUPPORT

I support your daily business operations by managing communication, organizing schedules and handling administrative tasks in a structured and efficient way. This includes email and inbox management, calendar coordination, appointment scheduling, travel planning and general office organization.

I ensure that important information is clearly structured, deadlines are met and nothing gets lost in day-to-day operations.

My goal is to reduce your workload, create clarity and keep your business running smoothly in the background so you can focus on your priorities.

CUSTOMER SUPPORT

With several years of experience in customer-facing roles, I ensure professional, reliable and solution-oriented communication with your clients.

I have worked with ticket systems, email and phone support, handling inquiries, resolving issues and maintaining a high level of customer satisfaction.

I am used to prioritizing requests, staying calm in challenging situations and communicating clearly and efficiently.

My focus is always on creating a positive customer experience while representing your brand in a professional and consistent way.

WHAT I OFFER (IN DETAIL)

SOCIAL MEDIA MANAGEMENT & SUPPORT

I assist with maintaining and organizing your social media presence through structured content planning, posting and community management.

This includes preparing content, scheduling posts, writing captions and responding to messages or comments. I work with tools like Canva and understand how to create content that aligns with your brand and supports your visibility.

My goal is to ensure consistency, save you time and keep your social media channels active and well-organized

ORGANIZATION & STRUCTURE

I bring clarity into workflows, organize processes and ensure that daily operations run efficiently and without unnecessary complexity.

This includes structuring tasks, organizing files and systems, and supporting project coordination.

With a strong background in administrative roles, I am used to working in structured environments where accuracy and reliability are essential.

I help create systems that are easy to manage, scalable and aligned with your way of working.

WHAT I OFFER (IN DETAIL)

HOSPITALITY & CUSTOMER EXPERIENCE

With a strong background in hospitality and front office operations, I understand what high-quality service really means.

I have experience managing reservations, coordinating bookings, handling guest communication and resolving issues in a professional and efficient way.

I am used to working in fast-paced environments where attention to detail, clear communication and customer satisfaction are essential.

This allows me to support businesses that rely on strong client relationships and smooth service operations.

EXECUTIVE / PERSONAL ASSISTANT

Through my experience as a Personal Assistant and Management Assistant, I am familiar with supporting executives and teams in their daily operations.

This includes coordinating schedules, organizing travel, handling administrative processes and acting as a central point of communication.

I am used to managing multiple priorities, working independently and ensuring that everything runs smoothly in the background.

My goal is always to reduce complexity, save time and create structure for the people I support.



EXPERIENCE

SINCE 2025

Personal Assistant – CEO, Social Media Factory

Administrative support
Communication & coordination
Content-related tasks

SINCE 2024

Freelance Virtual Assistant & Social Media Manager

Supporting clients with digital tasks
Content Planning & Creation
Account Management

SINCE 2023

Travel Planner – Luna Luz Travel (Mexico)

Client communication
Planning & organization
Booking coordination

2020 – 2026

1st & 2nd Level Support Specialist – Hotelbird GmbH

Customer support via ticket system, email & phone
Issue handling & documentation
Coordination with internal teams
Process & system support

SKILLS



01

- Organization & time management
- Customer communication
- Administrative processes
- Problem-solving
- Social media tools
- Canva design
- Google Workspace & Microsoft Office

02

LANGUAGES

- German (native)
- English (fluent)
- Spanish (conversational)

03

BACKGROUND

Before transitioning into remote work, I gained extensive experience in:

- Hospitality
- Administration
- Customer service
- Office management

Working in international environments helped me develop strong communication skills, adaptability and a high level of responsibility.



LET'S GET IN TOUCH!

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