



Profile

I help wellness and beauty founders keep inquiries moving, bookings organized, and client follow-up consistent.

Support

- Lead follow-up and CRM
- Booking and calendar coordination
- Client communication
- Marketing and project support

Contact

Clearwater, Florida
727-358-9968

pamela@senjaops.com

[LinkedIn](#)

senjaops.com/work

Languages

English and Spanish · bilingual

PAMELA SOCORRO

Virtual Assistant | Marketing, Sales & Operations Support

Work Experience

Founder & Operations Lead

Senja Studio · 2026–Present · Clearwater, FL

- Built the business foundation from offer positioning through website, booking, FG Funnels pipeline, follow-up, and payment setup.
- Configured lead, opportunity, appointment, and reminder workflows; organized projects in Asana and operating notes in Notion.

Business Operations & Marketing Support

Mahogany Lash & Body · Project · 2026

- Mapped the client journey from local discovery through booking, service, reviews, and repeat visits; organized priorities for implementation.
- Set up Square post-appointment review requests and prepared customer messages for follow-up.

Operations & E-commerce Lead

Senja Bloom · 2021–Present · Clearwater, FL

- Run a multi-platform resale business, managing inventory, listings, pricing, buyer communication, fulfillment, and returns.
- Use marketplace research and sales data to guide pricing and keep repeatable workflows organized.

Temporary Administrative & Operations Roles

2017–2021

Executive Assistant → Digital Marketing Manager

Intelivate, Inc. · 2014–2016 · Tampa, FL

- Supported the CEO with calendar and meeting coordination, research, time tracking, follow-up, and operational planning.
- Promoted to Digital Marketing Manager within about six months; coordinated interns and creative contributors and supported web and social publishing.

Earlier Experience

Co-Founder & Operations Lead

Body Altitudes Health & Fitness Studio · 2013–2016

- Co-launched a membership-based fitness studio; coordinated hiring, onboarding, schedules, vendors, customer experience, and community partnerships.
- Managed budgets, pricing, memberships, and daily operations as the studio expanded.

Program Operations & Event Coordination

Zumba Fitness · 2007–2012

- Coordinated three to four instructor-training events per month, including venues, travel, schedules, registration, payments, and closeout.
- Supported event sales and was selected as a senior program representative and presenter.

Training & Credentials

- Digital Content Manager Certification · Completed, 2026
- Digital Business Manager Bootcamp · Completed
- NASM Certified Personal Trainer
- Precision Nutrition Level 1 Nutrition Coach
- Marie Forleo's B-School · Online business and marketing training

Tools

FG Funnels · Google Workspace · Asana · Notion ·
Airtable · HubSpot · Canva · Zapier · Slack · Square ·
Stripe · PayPal · WordPress · eBay · Poshmark · Depop

AI tools: ChatGPT · Claude · Gemini Pro · NotebookLM ·
Lovable

Selected Portfolio

FG Funnels Sales Infrastructure · Lead pipeline, appointment reminders, and payment readiness.

Mahogany Google Review System · Square SMS review requests and customer follow-up.

Senja Studio Operations Build · Website, booking, CRM, follow-up, and payment foundation.

Mahogany Operations Foundation · Client journey, retention, and local marketing priorities.

Bloom & Balance Project Delay · Project planning simulation for a launch-critical delay.

LET'S TALK

[Book a call](#) · [Connect on LinkedIn](#) · [View all work](#)