



Experience Behind My Services

I worked with **executives, entrepreneurs, creative businesses, and international teams** in Europe, Australia, UAE, and the United States. Each experience helped me develop the mix of organization, creativity, communication, and problem-solving that I now bring to my clients.

Executive Support & Business Administration

Supporting the CEO of Invistic AB

Sweden | 2025

At Invistic AB, I supported the CEO with executive communication, financial administration, and day-to-day business organization.

I managed and organized the executive inbox, helping ensure that messages from clients, employees, and customers received timely attention. I also worked closely with accountants to send, track, and reconcile invoices, locate supporting documents, and maintain accurate financial records.

This role strengthened my ability to handle sensitive business information with discretion, accuracy, and close attention to detail.

Virtual Administrative Assistant

Supporting Mentor and Speaker Jessica Williamson

Australia | 2024

Working with an international mentor and speaker gave me the opportunity to combine executive assistance, marketing support, event coordination, and digital content.

I coordinated executive communications, managed scheduling around speaking engagements, researched new speaking opportunities, and supported event outreach and marketing campaigns.

I also created presentations, workshop materials, and slide decks for webinars and leadership events. On the digital side, I optimized YouTube content using SEO-focused titles, descriptions, tags, and hashtags, and managed Kajabi websites, landing pages, product pages, and promotional content.

This experience showed me how strong organization and creative support can work together to help a personal brand grow.

Admin Support & Client Outreach

Supporting the CEO of Manifest Greatness Media

United States | 2024

At Manifest Greatness Media, I helped the CEO manage a busy schedule, international travel, client appointments, business correspondence, and public relations activities.

I organized complex calendars, coordinated high-level meetings, and prepared detailed travel itineraries. I also developed executive pitches and professional correspondence, managed Google Business accounts, and researched opportunities to increase the company's media presence.

By taking care of the planning and administrative details, I helped reduce the time spent on travel arrangements and made it easier for the CEO to focus on clients, visibility, and business growth.

Team Leadership & Customer Support

Leading a Customer Support Team at Invisible Technologies

United States | 2021 to 2022

As a team lead, I supervised and supported a customer service team of around 40 agents.

I helped onboard approximately 20 new team members each week, provided training on company procedures and tools, managed schedules and time-off requests, and arranged shift coverage when needed.

I also monitored team performance, provided constructive feedback, led weekly meetings, and helped resolve day-to-day concerns. My focus was always on keeping communication clear, maintaining service quality, and creating a supportive environment where team members could perform at their best.

This experience plays an important role in the customer support services I offer today. I understand how to communicate professionally, respond with patience, and make customers feel heard and supported.

Connecting With Customers as a Calling Agent

Calling Agent at Invisible Technologies

United States | 2021

As a calling agent, I communicated directly with customers to conduct surveys and gather accurate information.

The role required patience, confidence, active listening, and careful recordkeeping. I maintained detailed records throughout the survey process and was recognized as one of the top three customer service agents during the fourth quarter of 2021.

This experience taught me how much thoughtful communication matters in creating a positive customer experience.

Creative Design & Marketing

Creating Visual Content for UpDigital Group

United States | 2022 to 2023

As a graphic designer, I created brochures, advertisements, infographics, and other visual materials for marketing campaigns.

My work focused on turning ideas and information into designs that were clear, engaging, and aligned with the client's brand. I also trained and supported colleagues in using design software and helped make complex information easier to understand through infographics.

This role allowed me to combine creativity with practical business communication, which is something I continue to bring to every design project.

AI, Data Trainer

AI Training Projects at INV Technologies

United States | 2021 to 2022

I contributed to AI training projects using Microsoft Azure by creating detailed instructions and sample workflows for tasks such as booking hotels and flights, working with spreadsheets, and preparing presentations.

I wrote step-by-step scripts that demonstrated how each task should be completed and helped the AI training team understand and reproduce these processes. Many of my submitted scripts were approved because of their clarity, accuracy, and attention to detail.

This experience strengthened my ability to document processes, organize information, work with emerging technology, and explain complex tasks in a clear and practical way.



What This Experience Means for My Clients

My background is not limited to one type of support. I understand the administrative, customer-facing, creative, and operational sides of running a business.

When you work with me, you receive support from someone who can manage the details, communicate with your customers, organize your projects, learn your systems, and help your brand look polished and professional.

I bring the lessons from every role into **Lanie & Co**, with one goal in mind: to make your work feel lighter, more organized, and easier to manage.



Clients Who Trusted Lanie & Co



Testimonials



Very nice communication and good at administrative work, finding data, executive assistant work etc. Thank you

Alfred Eriksson

Founder and CEO of Invistic AB



Lanie has been **EXCELLENT** to work with. She is very smart and hardworking with an exceptionally high attention to detail. 5 stars all around — I highly recommend saying “yes” to getting the opportunity to work with her!

True Tamplin

Founder of UpDigital and Finance Strategists



She's amazing. I have another contract with her that we will be keeping.

Erin Doyle

Reading Specialist at Reading Specialist Orgt