

MAIRE ABANES

Virtual Assistant | Client Communications & Operations

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PROFESSIONAL SUMMARY

Organized and communicative Virtual Assistant with 4+ years of experience supporting therapy and mental health practices in fully remote environments. Experienced in managing client communications, coordinating intake workflows, and connecting clients with the right clinicians, all while maintaining HIPAA compliance and a compassionate, professional tone. Comfortable navigating sensitive mental health conversations with care and discretion.

PROFESSIONAL EXPERIENCE

Executive & Administrative Coordinator

2024 – 2026

MOSAIC Family Counseling Center, Inc. | Remote

- Managed client communications for a mental health practice, ensuring timely and professional responses at every touchpoint.
- Overhauled intake coordination workflows, reducing admin delays and helping new clients get connected with the right clinician faster.
- Maintained 100% HIPAA-compliant client records across TherapyNotes EHR with zero documentation gaps.
- Coordinated cross-team communications and scheduling, keeping operations running smoothly without escalating to leadership.

Senior Operations Manager & Executive Support

2021 – 2025

EMDR and Beyond | Remote

- Served as the practice owner's right-hand executive partner, providing direct support across calendar, inbox, and meeting management with zero dropped priorities.
- Administered HIPAA-compliant EHR data across Valant and TherapyIQ, maintaining meticulous records and maximizing clinician availability.
- Built and implemented scalable SOPs that eliminated recurring bottlenecks and enabled the practice to grow without operational drag.
- Architected ConvertKit email marketing campaigns that generated \$470K in revenue, achieving a standout 40% open rate.

PR & Outreach Operations Manager

2020 – 2024

Spark Membership | Remote

- Managed newsletters and outreach campaigns that consistently deepened community connection and client engagement.
- Engineered SOPs and ActiveCampaign retention workflows that significantly improved membership onboarding efficiency.
- Partnered with leadership to build a scalable operational foundation for long-term growth.

FREELANCE EXPERIENCE

Brand & Web Designer 2024 – Present

Maire Atelier | Remote

- Designed brand identities and websites for service-based businesses and practice owners.

Copywriter & Content Strategist 2019 – Present

Multiple Clients | Remote

- Crafted high-converting written communications for international clients across wellness, finance, and tech industries.

EDUCATION

BSBA, Major in Financial Management May 2024

University of Santo Tomas (The Royal and Pontifical University) | Manila, Philippines

CERTIFICATIONS

- Professional General Virtual Assistance Training – ProVA Philippines (2021)
- Social Media Management Training – ProVA Philippines (2022)
- SEO Course – ProVA Philippines (2022)