



The Many Perks of Hiring a VA



CATEGORY	VIRTUAL ASSISTANTS	TASKS
General Staff	General staffing includes executive virtual assistants, scheduling coordinators, project managers, data entry representatives, human resources assistants, and bookkeepers.	<ul style="list-style-type: none">• Manage emails, calendar, calls, and meetings• Plan projects, campaigns, and workflow• Maintain data, product listings, and CRM• Handle staffing and recruitment operations• Manage accounts payables, AR & recollections, and bank statement reconciliations
Marketing Staff	This category consists of marketing assistants, creative marketing experts, social media experts, and search engine marketing assistants.	<ul style="list-style-type: none">• Manage website and social media content• Build links and PR relations• Form content strategies and calendars• Optimize website and run paid ads• Create and manage campaigns• Track results and review plans

<p>Sales Staff</p>	<p>Sales staffing comprises prospect appointment setters, sales support representatives, and call center specialists.</p>	<ul style="list-style-type: none"> • Research prospects and run promotions • Perform outreach and build prospect database • Qualify leads and schedule appointments • Offer inbound and outbound support • Provide customer service
<p>Software Staff</p>	<p>App developers and website developers make up software staffing.</p>	<ul style="list-style-type: none"> • Build apps and offer UX & UI help • Create high-performing websites
<p>Specialized Staff</p>	<p>It includes engineering estimators, insurance support representatives, benefits representatives, interpretation experts, legal assistants, CFOs, personal assistants, healthcare representatives, real estate assistants, and medical billing representatives.</p>	<ul style="list-style-type: none"> • Estimate engineering and project costs • Handle policy administration, claims management, finance & accounting • Coordinate benefits, manage employee relations, and claims processing and follow up • Prepare bills and invoices • Perform research, create transcripts, handle pre-trial documentation • Translate and transcribe multimedia files • Create financial reports and budget forecasting • Post and manage real estate listings • Run administrative and personal errands
<p>Operations Staff</p>	<p>This category comprises professionals like inventory management experts, logistics coordinators, order management specialists, graphic designers, content moderators, photo editors, and vendor onboarding specialists.</p>	<ul style="list-style-type: none"> • Manage and maintain optimum inventory levels • Handle digital eCom stores and process orders • Optimize logistics and supply chains • Create and edit multimedia assets • Moderate written and video content • Handle prescreening and identity verification



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