



*Kristen
Herring-Asleson*

Portfolio

Nice to meet you,

Hi! My name is Kristen, and I am a virtual assistant, digital (or online) business manager, and personal assistant.

Very simply put, my goal is to help you be successful in your business by freeing up your time to focus on what is truly important for you and your business!

I started my business in 2003 on a whim! I am passionate about the work I do, the insights I provide and the partnerships I form with business owners.

I knew there was a need by business owners, large or small, to have administrative or project work completed without having to pay a full time employee while providing space and equipment for them as well.

My 17 years in the staffing world, franchising, operations, systems and procedures along with helping my dad from the age of 14 on run a business prepared me well to help you!

Kristen Herring-Asleson





My Background

With extensive experience across various industries, I've developed strong expertise in administration, operations, and client relations. As the Owner/Operator of a Digital Business Manager at Midwest Virtual Assistants, which I founded in 2003, I manage projects involving software, graphic design, sales, event planning, and social media management. My entrepreneurial drive was also evident through my ownership of The Granary, where I led all business operations, compliance, and financials from 2017 to 2019.

At Express Employment Professionals from 1999 to 2017, I provided key administrative support, planned major events, coordinated franchise development, and trained staff across multiple regions. My time at Mayo Clinic allowed me to supervise a team of 35 medical secretaries, ensuring the smooth operation of the Medical Transcription department, gaining valuable experience in team leadership and process improvements.

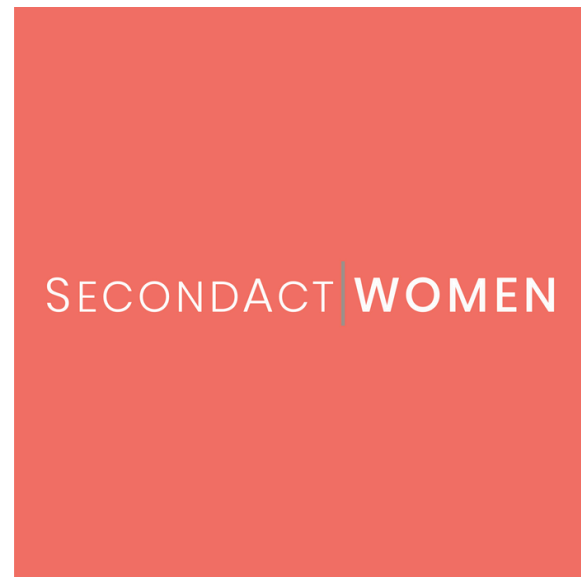
With a Bachelor's in Business Administration and a background in Human Resource Management, I bring a well-rounded skill set that integrates business management, team supervision, research, training, and customer service.

My operations experience, coupled with running my own business, has honed my skills in strategic decision-making, financial management, and leading teams toward success.

- Wrote a weekly column appearing in the Rochester Post Bulletin's Weekend Business Section entitled, "Women at Work".
- Past volunteer speaker with Bellis and shares her adoption story with high schools and civic groups.



Just a Few of My Clients



**COLORADO WOMEN'S
CHAMBER OF COMMERCE**



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I am really not sure what I would do without Kristen - she does it all! Everything! My customer service, social media, reservation software, guest relations, and will even make breakfast for the guests when needed!

Fred Kiel, Sacred Clay Inn

From A Happy Client



Let's Work Together

Why should we talk and work together?

You have a lot on your "plate" and there are so many tasks you can pass on to me that will save you valuable time.

I have the equipment, the brains, and time to allow you to focus on what's really important!

What's next?

We talk

Pick your services

Sign contract/pay invoice

Get started!

Email me today to schedule a call ---> kristen@midwestvirtualassistants.net

Questions? ----> email me! I'll answer, no pressure!

Let's connect *on social*



About

Me



At a young age, the entrepreneurial spirit and need to take risks hit me! I was raised by entrepreneurs who owned and operated their art gallery from home, so I was immersed in operations, processes, and administrative tasks at a very early age. I would take breaks from doing payroll to play Oregon Trail on one of the first emerged Apple computers in my dad's office.

I am the proud mother of six children - 3 girls and 3 boys whose ages range from 33 down to 9.

In 2017, I opened a coffee/wine house in Lanesboro, MN with high hopes of success.

In late 2018, I was diagnosed with breast cancer, so the shop was closed but my virtual assistant client base grew!

That is where I am today, and in a round-about way, I am thankful for the diagnosis to bring me back to doing what I love!

