KRISTEN HERRING-ASLESON

VIRTUAL ASSISTANT
DIGITAL BUSINESS MANAGER



ABOUT ME

With extensive experience spanning various industries, I have honed my expertise in administration, operations, client relations, and human resources. Since founding a virtual assistant business in 2003, I have successfully managed projects in software, graphic design, sales, human resources, operations, staff management and event planning.

My entrepreneurial drive is evidenced in the start-up and ownership of multiple business from the ground up and leading all the operations, compliance, marketing, and financials.

CAREER HIGHLIGHTS

Midwest Virtual Business Solutions

August 2003 - Current
Owner | Operator

- Provide virtual administrative support to businesses and entrepreneurs
- Manage operations, workflows, and business systems to improve efficiencies
- Assist with software onboarding, troubleshooting and tech support
- Support project management, task tracking and deadline tracking
- Manage email inboxes, calendars, and customer communications
- Provide customer service and client relationship management
- Event coordination, speaking engagements, communications and run of shows
- Maintain confidentiality, professionalism, and high-level client support
- Streamline processes and adopt new digital tools

Jenner Coastal Getaways

January 2026 - Present
Owner | Operator

- Property management
- All guest interaction via OwnerRez

PAST CAREER HIGHLIGHTS

The Granary (closed due to cancer)

January 2017 - January 2019

- All compliance research to Department of Health MN.
- Researched/purchased all equipment to start and run a coffee / wine bar.
- Responsible for all financial aspects.
- Event planning / hosting.

Express Employment Professionals

December 1999 - May 2017

- Franchisee Assistant 9/09-7/17
- Regional Coordinator 9/07-9/09
- Director of Administrative Services 9/05-9/07
- Office Coordinator / Operations 12/99-9/03

Mayo Clinic Rochester

October 1996 - October 1998

- Medical Transcription Unit Manager

EDUCATION

2022 - 2024 RCTC
Alcohol & Drug Counseling Program Completed
1999 - 2003 Cardinal Stritch University
Bachelor's in Business Administration with Minor in Human Resource Management
1996 RCTC Medical Secretary Degree

SKILLS

- WordPress | Wix
- MS Office Suite / Google Suite
- Project Management Tools
- HR Sites | Tools
- Salesforce CRM for Nonprofits
- Trello, Asana, ClickUp, Monday
- GoHighLevel / Optima

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www.midwestvirtualbusinesssolutions.com