WILLOW DESK

YOUR VIRTUAL ASSISTANT

ORGANISATIONAL | ADMINISTRATIVE | CREATIVE

WILLOW DESK

Portfolio

Services

Creative

BOOST YOUR BRAND

- Website Design & Build (Wix)
- Social Media Content Creation
- Blog & Newsletter Writing
- Marketing Campaign Assistance
- Branding Creation and Consistency Support
- Content Planning & Ideas Support
- Presentation & Document Design
- Graphic & Visual Content Support

Administrative

TACKLING DAILY TASKS

- Email & Inbox Management
- Appointment Scheduling & Calendar Coordination
- Data Entry & Database Management
- Document Preparation & Formatting
- Customer & Client Correspondence
- Online Research & Information Gathering
- Task Delegation & Follow-Up

Organisational

STREAMLINING PROCESSES

- Event Planning & Coordination
- Calendar & Scheduling Management
- Workflow & Process Setup
- Task & Project Management
- File & Document Organization
- Standard Operating Procedures (SOPs)
- Inbox & Email Organization
- Tool & Software Setup

Hello Im Danielle

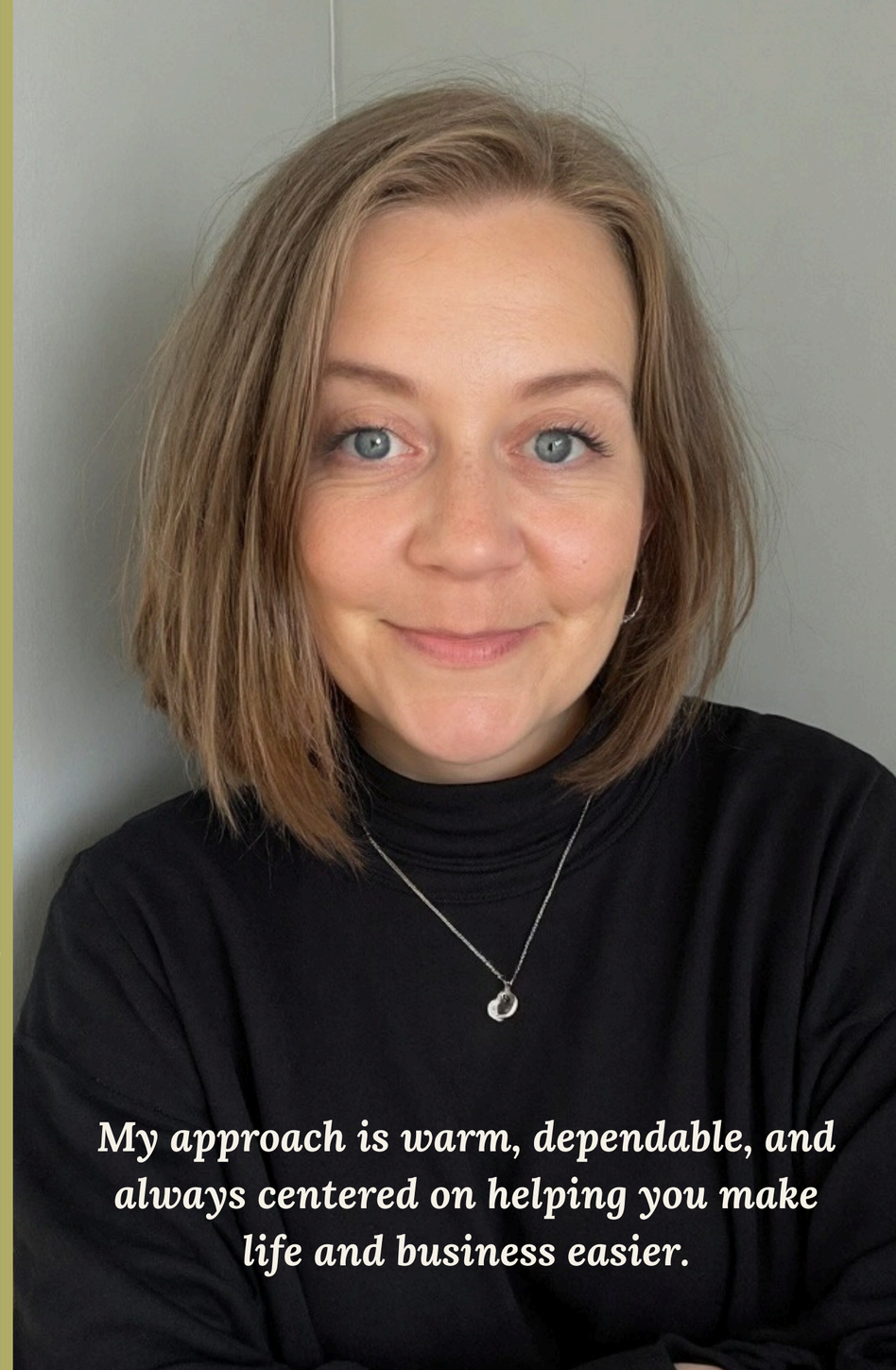
Willow Desk is a dedicated virtual assistant service providing administrative, organisational and creative support to small businesses across the UK

With over 20 years of experience in administration, customer service, and marketing, Willow Desk provides warm, reliable, and tailored support, helping clients reclaim time and focus on what matters most to their business.

Willow Desk helps small businesses keep work moving, from day-to-day support to marketing, client processes and projects that need someone to take ownership.

Why Willow Desk?

- Experienced & capable: Over 20 years of experience in administration, customer service and marketing.
- Tailored help: Personalised service that adapts to your business needs and style.
- Time & stress savings: From basic admin to marketing tasks, support that genuinely gives you back time.





My key skills

Organisation

As a methodical person I love helping others who may be overwhelmed by putting systems in place.

Creative

Experienced with Canva and InDesign, graphic design is one of my favourite tasks

Proactive

I support and encourage but when appropriate, I'm also happy to suggest ways to improve processes and make changes proactively.

Problem Solving

Enjoy researching resolutions, presenting options and implementing changes when needed.

Approachable

My goal is to be a true asset and someone who supports your business as if it's my own. I'm also passionate about good customer service.

Strategic

When working on projects I do my best to look ahead, look at the bigger picture and understand the end goal.

Testimonials

Taylors
Digital Collective

"...Her VA services have truly been invaluable for my business. She's taken so much off my plate, freeing me up to focus on what I do best."

— Lauren, Freelance Marketer

PANDA
WINDOW CLEANING LTD

"When we first started our business we knew having a professional website was crucial, but we had no idea where to begin. I'm so grateful Willow Desk stepped in and helped us grow with confidence."

— Amanda, Small Business Owner

WEBSITE DESIGN FOR A CLIENT OFFERING AFFILIATE MARKETING AND TRAVEL CONSULTANCY SERVICES.



The challenge

My client's business is multifaceted, so getting the messaging right was essential. The website needed to bring several offers together while making it easy for visitors to understand what was relevant to them.

My approach

We began with a strategy session to clarify her target audience, key offer and how the different parts of her business fitted together. This shaped a clear website structure and a feminine visual identity aimed at mothers, particularly those with young children.

The result

A cohesive website that brought her offers together under one recognisable brand, giving her a clearer way to communicate what she does and visitors a straightforward way to explore it.

WEBSITE DESIGN | MARKETING STRATEGY | BRAND DEVELOPMENT

WEBSITE DESIGN FOR A CLIENT OFFERING KOREAN AND JAPANESE TREATMENTS.



The challenge

The treatments were at a higher price point, so the brand needed to feel luxurious while reflecting serenity and calm. The website also needed to make the treatments easy to understand for both first-time visitors and those familiar with skincare.

My approach

I developed an elegant visual identity and clear copy explaining each treatment and the skin concerns it addressed. We also built a skin questionnaire into the website to guide visitors towards a suitable treatment recommendation before making an enquiry.

The result

A calm, cohesive website that combined thoughtful design with informative content, helping visitors explore the treatments with greater confidence.

WEBSITE DESIGN | BRAND DEVELOPMENT









COORDINATING A COMPANY'S PRESENCE AT A TRADE SHOW AT EXCEL LONDON







VISUAL DESIGN | EVENT COORDINATION | STAKEHOLDER MANAGEMENT | ADMINISTRATIVE SUPPORT

Support Provided

- Writing copy for the trade show website
- Social media content
- Arranging post event PR
- Stand design support - design of the graphic boards for the event.
- Assisting with the logistics for the equipment displayed
- Coordinating the staff supporting the stand at the event and arranging passes for exhibitors and guests
- Collating giveaways and literature
- Attending the setup day
- Booking hotels and restaurants
- Arranging catering on the stand for both the exhibitors and a hospitality evening.
- Assisting with the arrangements for engineers to attend and set up the equipment

FACEBOOK PAGE SETUP AND GROWTH

I was approached by this company following their page being blocked on Facebook to find the root of the problem and make suggestions.

After identifying the issue, we agreed Willow Desk would support with the creation of a new page, content management and monitoring the growth of the project.

Between July and August, the client's Facebook views increased by 314%, following the introduction of a consistent content and posting plan.

Using these figures, I have now reported back and created a plan for continued growth alongside a proposal for increasing their presence in more commercial areas.

SOCIAL MEDIA MANAGEMENT | MARKETING STRATEGY

Willow Desk also developed and piloted a dedicated client portal for this project, which will now be offered to future clients through the Willow Desk website.

It will give them access to invoices, updates on projects, up to date data from projects and also the ability to review and approve content creation.



Projects

This section highlights a range of projects I've worked on, including collaborative efforts and projects I have led independently.

Together, these showcase my ability to take initiative, see work through from start to finish, and demonstrate my skills, experience, and areas of interest.

Event Planning

Organisation of a 'VIP' Evening for a company's distributors. The event included booking hotel entertainment space, rooms for staff, coordinating entertainment and catering. On the night I worked closely with hotel staff to make sure the event ran smoothly and welcomed guests as they arrived.

Campaign Planning

Working alongside the marketing manager of a large project to create a campaign based on a new route to market. This included market research, associated graphic design work, working alongside multiple stakeholders and planning a number of marketing activities to provide awareness of the multiple solutions the company could provide in a specialised setting.

Diary Management

Creating a booking system and process for a Mobile Showroom to visit customers across the country. Ensuring that customers get an automatic confirmation when the Showroom is booked and that any changes in arrangements come through me. Ensuring that any promotional items are with the driver ahead of the visit.

willowdesk.co.uk

danielle.phillips@willowdesk.co.uk

Thank you for your time



If you’re looking for someone reliable, detail oriented, and easy to work with, I’d love to support you

AVAILABLE FOR FREELANCE AND LONG-TERM COLLABORATION.