

GERI HOPKINS

Fort Myers, FL | Open to Remote Work

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Tech-Savvy Entrepreneur | Web & App Developer | Digital Marketing Strategist

Innovative problem-solver with a unique mix of tech, marketing, and operations experience. I build user-friendly digital systems, manage brand strategy, and handle end-to-end projects — from mobile app design to social media execution. As founder of Keys 2 Encrypt LLC and Power Athletics, I've led app development, online growth, and creative automation for businesses that want to scale smarter. Known for bringing structure to chaos, I blend creativity with technical precision to help clients and teams perform at their best.

CORE COMPETENCIES

- Web & Mobile App Development (Dart, Flutter, WordPress)
- Digital Marketing & Content Strategy (SEO, Meta, TikTok, Google Ads)
- Automation & Admin Tools (Zapier, Notion, Canva, Slack, Google Workspace)
- Project Management & Virtual Operations
- UI/UX Design, Branding & Front-End Customization
- Social Media Growth, Analytics & Engagement
- Technical Troubleshooting & Client Support

PROFESSIONAL EXPERIENCE

Founder & CEO | Keys 2 Encrypt LLC

Fort Myers, FL | 2017 – Present

- Develop and manage custom websites and mobile apps for small businesses across industries.
- Design UI/UX workflows using Dart and Flutter, focusing on user-friendly performance.
- Lead digital marketing campaigns including ad strategy, SEO optimization, and analytics tracking.
- Provide tech and virtual assistant support — managing content schedules, client communication, and backend maintenance.
- Collaborate with clients to streamline operations using automation tools (Zapier, Google Workspace, etc.).

Co-Owner | Power Athletics

Fort Myers, FL | 2022 – Present

- Manage all digital systems — including website design, app development, and social media strategy.
- Built and maintain a mobile app that delivers workouts, tracks progress, and manages memberships.
- Lead marketing campaigns that doubled online engagement and community reach through targeted TikTok and Instagram content.
- Oversee client scheduling, CRM, and back-end automation for better retention and efficiency.

Independent Virtual Assistant & Digital Specialist

Remote | 2019 – Present

- Support entrepreneurs with website management, social media campaigns, and administrative systems.
- Create branded templates and manage online presence across multiple platforms.
- Handle inbox management, calendar coordination, and workflow automation for client businesses.

PROJECT HIGHLIGHTS

- **Power Athletics App:** Designed and coded a Flutter-based training app that integrates video, programming, and performance tracking.

- **Client Web Suite (Keys 2 Encrypt):** Delivered responsive WordPress and custom-coded sites for small business clients in fitness, real estate, and lifestyle sectors.
- **Automation Setup:** Implemented a Notion-based project tracker and automated lead-capture system using Zapier and Google Sheets.

TECHNICAL & CREATIVE SKILLS

Languages/Frameworks: Dart, Flutter, HTML, CSS, JavaScript (basic)

Platforms/Tools: WordPress, Google Workspace, Zapier, Notion, Canva, TikTok, Meta Ads Manager

Design: Figma, Canva, Adobe Express

Other: CRM systems, client portals, and workflow automations

EDUCATION

Florida SouthWestern State College

Associate of Arts, General Studies (In Progress)