

CONTACT

📍 Fall City, WA 98024

📞 (425) 324-1232

✉ erin@splitrail-llc.com

PROFESSIONAL SUMMARY

Multifaceted operations professional with expertise in strategic planning, project coordination, and executive support.

I bring high-level communication, emotional intelligence, and cross-functional leadership to fast-paced, dynamic environments.

Adept at streamlining systems, elevating client engagement, and driving organizational clarity, I combine analytical insight with genuine connection to deliver purposeful outcomes.

Tech-savvy and growth-minded, I thrive on creating structure, solving problems, and supporting teams with purpose and strategic focus.

SKILLS

Technical Tools:

- MS 365, Google Workspace, Quickbooks, Wordpress, Square, GoHighLevel, more

Administrative Skills:

- Project Coordination, Scheduling, Research, Data Entry, Document Management

Communication & Strategy:

- Stakeholder Engagement, Client Communication, Public Speaking, Event Coordination

Creative and Marketing:

- Social Media, Basic Graphic Design (Canva), Basic Video Editing, SEO, Email Marketing

ERIN RICHARDSON

EXPERIENCE

Principal/ Virtual Assistant Split Rail Ventures LLC - FallCity,WA 03/2020 - Present

- Company Overview: splitrail-llc.com
- Project coordination, client communication, website copywriting, email marketing, lead generation and research;
- Schedule and conduct stakeholder interviews, compile and present resulting data
- Develop strategy, improve organization and assist in streamlining operations for new and established organizations, helping them better focus on the work that really matters.

Equestrian Coach Keystone Equestrian Services - Fall City, WA 01/2006 - Present

- Company Overview: keystone-equestrian.com
- Horse training, equestrian coaching; consignment sales and consultation
- Coordinate and execute learning events: clinics for equestrians, and leadership workshops for corporate teams (in partnership with *Roam Consulting LLC*); oversee safety of all beings, timing of activities and facilitate successful completion of participant goals.

Farm Manager, Private Equestrian Boarding Facilities

Soaring Eagle Ranch - Fall City, WA | 11/2005 – Present

Flynn, Samantha - Fall City, WA 01/2018 - 3/2020

- Oversee daily operations - care of horses and grounds; hire, train and supervise staff and assist where needed;
- communicate with boarders/owners/staff
- scheduling, execution and onsite liaison for veterinary and other care, social events and clinics; ordering feed and other supplies, general property and grounds maintenance
- Additional personal assistant duties as requested

Restaurant/ Hospitality Experience

Lisa Dupar Catering - Redmond, WA 2017

Starbucks - Issaquah, WA 2007-2009

DC's Grill – Sammamish, WA 08/2005-12/2007

The Harbor Club - Bellevue, WA 10/2002- 06/2004

Red Robin - Redmond, WA 1998-2002

- Front desk receptionist, Banquet server for events up to 500 people
- Hostess, Server, Expeditor, Barista
- Event planning, catering coordination

Additional Administrative / Assistant Experience

Northwest Mechanical - Shoreline, WA 06/2004 - 08/2005

- Answer phones, file and track permits, communicate client needs to staff

Leigh Designs - Woodinville, WA 01/1995 - 12/2004

- Painting, answer phones, invoicing and bookkeeping, set up and sales at national wholesale trade shows.



EDUCATION

AAS: Business Administration

Bellevue Community College - Washington, 01/2004

High School

Woodinville High School - Washington, 01/1998



CERTIFICATIONS

Quickbooks ProAdvisor

SmartMarketer Certified Email Marketing Specialist

PMI Fundamentals of Predictive Project Management



REFERENCES

Please ask. I have a wonderful list of character and business references that have known me through many stages of my life and work, and can speak to my reliability, resourcefulness and integrity, as well as the numerous skills I've mentioned here.



QUALIFICATIONS SUMMARY

Enthusiastic and versatile "Jill-of-all-trades" with a talent for simplifying complexity and fostering meaningful connections. I thrive in dynamic, evolving environments where flexibility, resourcefulness, and thoughtful communication are essential. With a background spanning hospitality, event coordination, executive support, and entrepreneurship, I bring a well-rounded, hands-on approach to every project.

Whether streamlining operations, supporting leadership teams, or coordinating memorable experiences, I show up with curiosity, dependability, and a steadfast desire to make a positive impact. I'm a lifelong learner and collaborative partner, known for translating high-level vision into purposeful action and building trusted relationships along the way. I approach each opportunity with intentionality and care, blending strategic thinking and creative problem-solving to deliver meaningful outcomes.