



LISA NOBLE

Multifaceted Professional
Operations • Administration • Technology

Profile

A reliable, highly organized, and detail-oriented daily operations and digital systems professional with over 15 years of experience supporting and scaling independent businesses. A self-motivated problem solver who thrives in small to mid-size business environments, bringing a unique blend of meticulous hands-on execution, an analytical approach to business finances, and high-level tech literacy.

Work Experience

2025
-
Present

Nerdy Chic Digital Products

Founder & Lead Product Developer

- Designed & built a custom bookkeeping solution specifically tailored to Canadian small businesses to streamline bookkeeping and tax preparation
- Currently authoring & producing all user documentation, including comprehensive video walk-throughs and step-by-step guides
- Managing social media content creation, community outreach, and email marketing to drive product awareness.
- Completing full-year bookkeeping for clients and providing detailed financial reporting on business health

Nerdy Chic Web

Owner & Lead Developer





- Partnered with independent business owners to build custom, highly specific technical solutions for their e-commerce storefronts (e.g., complex inventory filtering systems and automated multi-province/state tax compliance)
- Managed client onboarding, project timelines, and all client communication
- Performed troubleshooting and resolved client issues related to software updates, software conflicts, and general technical issues

2014 -
2024

Simpson Media Inc

Co-owner & Chief Technology Officer

- Managed daily operations of a portfolio of 200+ blog and coupon websites monetized through affiliate marketing
- Performed direct outreach to new brands and marketing partners & set up new affiliate partnerships
- Created content that adhered to SEO best practices of the time. 100% of website traffic was from Google organic search, no paid advertising was used.
- Maintained all bookkeeping & financial records required for filing corporate tax returns, taxes, and personal tax filings for directors

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Education

Independent Studies – Object Oriented Programming

British Columbia Institute of Technology

2008-2009

Bachelor of Arts – Japanese Language

University of British Columbia

2003-2007

Areas of Expertise

Backend systems

E-commerce

Business Bookkeeping

Process & Systems Optimization

Content Management Systems

Email Marketing Automations

Systems & Software Integrations

Technical issue troubleshooting



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Languages

English (Native)

Spanish (B2)

Japanese (Basic/Conversational)

Hobbies & Interests

Reading

Language learning

Dance

Training & physical fitness

Travel

Cozy gaming

Journaling

Personal development

Options trading



Work Experience (cont.)

2022

-

2023

Nerdy Chic VA Services

Virtual Assistant

- Managed daily backend operations for independent e-commerce brands, including maintaining Shopify & Woocommerce websites, as well as updating Etsy product listings
- Executed targeted email marketing campaigns and social media posts to drive sales, brand engagement, and customer retention
- Maintained bookkeeping records and handled complex California sales tax reporting
- Performed direct outreach to potential marketing partners and media outlets
- Engaged with potential customers on social media accounts via direct messaging and comments

2015

-

2020

Luxe Studies

Owner, Manager & Head Instructor

- Built and managed a supportive local community for adult beginners in dance from the ground up, directing all aspects of the business including marketing, event coordination, and class enrollment
- Represented the business at public promotional events, lead community outreach and built long-term relationships with students and staff
- Oversaw all daily administrative duties, schedule coordination, and financial record-keeping with strict attention to detail

2011

-

2014

Adnet Communications

Content Specialist

- Worked on a team that formatted and published time-sensitive, high-stakes regulatory news releases for publicly traded mining companies.
- Maintained absolute data accuracy and strict confidentiality under tight deadlines, where minor errors or premature leaks carried massive compliance and potentially financial consequences
- Created email versions of news releases that required high levels of accurate data formatting for subscriber lists and shareholders



References available upon request

For privacy reasons reference contact information will not be published online.