

## MEET THE OWNER

Kelly  
Rafferty

Owner & Solutions Specialist



### ABOUT ME

After a 10-year corporate career in event & sports production, I started this business after my second daughter was born in 2021. I wanted the ability to be more present with my family and fulfill my dream of becoming an entrepreneur.

I've always had a passion for helping others and I'm often told my resourcefulness and ability to see solutions & efficient pathways to a goal is top notch. Helping other business owners and my staff achieve their own dreams and goals is a motivating factor in my virtual business.

*Bonus motivation: I like to work in comfy clothes instead of heels!*

**Birthday: November 18**



### FAVORITE THINGS

- Flip flop weather
- Reality TV
- Chai lattes

### FUN FACT

I have an authentic Super Bowl ring from my time working at the Philadelphia Eagles!

### HOBBIES

I love visiting the beach & anything related to nature but in this stage of life you can often find me playing with my kids and keeping them laughing & smiling!

### CONTACT

[kelly@raffertysolutions.com](mailto:kelly@raffertysolutions.com)

## MEET YOUR VA

Kevin  
Rafferty

General Virtual Assistant &  
Operations Specialist



### ABOUT ME

I'm a laid back person who focuses on family fun. Family is important to me and I'm close with my parents and sisters. My parents live in Virginia so we are frequently driving down I-95 to visit them or they are staying in our guest room to visit with us and their granddaughters.

I grew up in a military household so I have traveled to the other side of the globe and back but am happy to be a homebody now! I enjoy going to sporting events when there is time outside of catering to my daughter's busy social & activities schedule - I'm the chauffeur!

**Birthday: August 30**



### FAVORITE THINGS

- My Daughters & Wife
  - *aka the Bosses!*
- Sports
- Sleeping

### FUN FACT

I went to high school in Okinawa, Japan as my Dad was stationed there during my teenage years.

### HOBBIES

I enjoy activities where we are having fun with our girls. When I'm not on dad duty, you can find me watching sports & playing golf.

### CONTACT

[kevin@raffertysolutions.com](mailto:kevin@raffertysolutions.com)

## MEET YOUR VA

Heather  
Weikle

Virtual Assistant Manager



### ABOUT ME

I'm a proud wife & mom of four, living the beautifully chaotic life in New Jersey.

When I'm not cheering on my kids or helping with school projects, you can find me in the kitchen whipping up something sweet or at the craft table surrounded by glitter and hot glue.

I have a bachelor's degree in Law and Justice and a paralegal certificate—but my real full-time job is running a household filled with love, laughter, two dogs, two cats, and a whole lot of energy.

I'm deeply involved in my children's lives, and wouldn't have it any other way.

**Birthday: August 15**

### FAVORITE THINGS

- Family Time
- Picnics
- Stars

### FUN FACT

My team won best dressed at our robotics competition 2 years in a row!

### HOBBIES

When I'm not working or with my kids, you can find me crafting, baking or reading!

### CONTACT

[heather@raffertysolutions.com](mailto:heather@raffertysolutions.com)



## MEET YOUR VA

Rebekah  
Dudis

Lead Virtual Assistant



### ABOUT ME

Hi, I'm Rebekah! I live in Ohio with my husband and two kids. I have a bachelor's degree in English and over ten years of experience working in the online space.

Working with Rafferty Solutions has been the perfect blending of organization and creativity.

Helping business owners offload their 'busy work' so they can focus on the parts of their work that inspire them is my goal!

I believe that everyone is a creative at heart and those who say otherwise simply need to cultivate the space to reconnect with themselves.

**Birthday: August 29**



### FAVORITE THINGS

- My family
- Books
- Iced Coffee

### FUN FACT

During my last semester of college, I studied abroad in Ireland.

### HOBBIES

I enjoy reading, crafting, nature walks with my kids and looking for the magic in everyday.

### CONTACT

[rebekah@raffertysolutions.com](mailto:rebekah@raffertysolutions.com)

## MEET YOUR VA

*Carolyn  
Oliverio*

General Virtual Assistant



### ABOUT ME

Hi, I'm Carolyn! I'm a proud wife and Mom of two wonderful kiddos (12 and 6). I have a bachelors degree in nursing, and dual associates in police administration and corrections. I also owned my own business for 6 years, which provided me with the opportunity to learn so many skills that I am able to carry over into the Virtual Assistant role.

I live in more of a rural area, close to a couple of lakes. We have 3 chickens and two dogs, and I have a horse that I keep at a friends house. I rode competitively on and off for years, but have since retired my horse (who is now about 25, loving life and eating all day long!).

**Birthday: December 1**

### FAVORITE THINGS

- Coffee
- My horse, Dan
- Photography

### FUN FACT

I have been to Charleston, SC so many times, tourists have asked me for directions!

### HOBBIES

I love to bake, cook, hike with my shepherd, take the Harley out, and watch football (BIG Eagles fan).

### CONTACT

[carolyn@raffertysolutions.com](mailto:carolyn@raffertysolutions.com)



## MEET YOUR VA

Alexandra  
Shaw

Lead Virtual Assistant



### ABOUT ME

Hello! My name is Alexandra. My friends call me Lexx. I'm a wife and a mother in the South Jersey area. Over the years I've actively developed skills in areas such as digital marketing support, writing, business management, logo development and much more.

I've always had a passion for creating, organizational peace and helping people. Growing up in a family of 8 taught me a lot about people and how we all have our own quirks and things that we do differently. There's so much beauty to be found in the differences.

One's career should be their happy place. As they say, "it's not work if you love it". With that being said, I'm very grateful to be here and I'm very much looking forward to helping you so that you may build your happy place.

**Birthday: October 19**



### FAVORITE THINGS

- My Family
- Books
- All things art

### FUN FACT

I'm a published poet!

### HOBBIES

When I'm not busy with my husband and kids, I usually have a paintbrush or book in my hand.

### CONTACT

[alexandra@raffertysolutions.com](mailto:alexandra@raffertysolutions.com)

## MEET YOUR SPECIALIST

*Samantha  
Wood*

Marketing



### ABOUT ME

Hi! I'm Sam, a Marketing Specialist at Rafferty Solutions.

I spent 12 years in professional sports— including working with Kelly at the Philadelphia Eagles — before shifting into agency marketing with brands like Oreo, Nutter Butter, and Nike.

I'm now based in the Fishtown, a neighborhood of Philadelphia where I live with my cat, Kevin and my husband.

I help Rafferty Solutions clients bring creative ideas to life and hit their marketing goals with clarity and confidence.

**Birthday: November 10**



### FAVORITE THINGS

- My cat, Kevin
- Cookie dough ice cream
- My nieces and nephews

### FUN FACT

I played the tuba in Junior High School.

### HOBBIES

I enjoy crocheting blankets, baking bread, and going to concerts!

### CONTACT

[sam@raffertysolutions.com](mailto:sam@raffertysolutions.com)

## MEET YOUR SPECIALIST

*Lauren  
Borden*

**Bookkeeping**



### ABOUT ME

Hi! I'm Lauren. I am a recent empty nester. I have three sons, Jake 26, Zach 20, Drew 19 and my one and only daughter Gracie a Pomeranian/Chihuahua mix! I love my family and my friends. My close circle of friends have been lifelong friends since middle school! I was also a hockey mom for almost two decades!

I am a self-taught bookkeeper, but have gained tons of hands on experience while owning a virtual bookkeeping business for the past 11 years. While being self-employed, I worked full-time at a small pharma company for the past nine years, until recently when the company was purchased.

**Birthday: September 12**

### FAVORITE THINGS

- My boys
- Coffee
- The beach (not the ocean)

### FUN FACT

I interned at All My Children & Guiding Light in college

### HOBBIES

Avid Reader  
Football (but don't know the rules!)  
Walking every morning

### CONTACT

[bookkeeping@raffertysolutions.com](mailto:bookkeeping@raffertysolutions.com)

