

For more information and a video introduction to myself, visit my website: www.quintincoetzee.com
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RÉSUMÉ SUMMARY

- 4+ years of cumulative full-time experience, with a strong background in administrative assistance, executive assistance, marketing operations, human resources, and communications.
- Volunteer experience with numerous community organizations.
- Master of Business Science graduate.
- Hard skills include proficiency with Microsoft Office, Google Workplace, Adobe Illustrator and InDesign, MailChimp, SurveyMonkey, Zendesk, Skynamo, Sendible, Asana, Basecamp, VSDC, Canva, Zoom, Teams, WebinarJam, Google Analytics, and WordPress.

PROFESSIONAL EXPERIENCE

Administrative Assistance & Web Design

Mar 2021 – Present

Freelance

- Providing administrative assistance, consulting, archiving and database services, product photography, and website creation services for SMMEs on a freelance basis.

Marketing & Administrative Assistant; Executive Assistant to the MD

Aug 2017 – Dec 2020

Relocation Africa Group

- Provided executive assistance to the Managing Director; managing their calendar, screening calls and emails, writing documents, taking minutes, sitting in for meetings, booking digital and physical meetings, and making travel arrangements, among other tasks.
- Assisted HR with online recruitment of new team members, onboarding processes, internal staff training, reporting, employee wellness surveys, birthday and anniversary celebrations, and organizing staff social events. Also assisted with POPI and EGQS compliance audits.
- Managed the daily marketing functions, reporting directly to the company's Managing Director.
- Provided support for switchboard operations, office administrative duties, and tech support ad hoc.
- Managed the business' CRM systems, 7 social media channels and blog, posting over 700 articles, and growing the total social follower base by 117%.
- Designed promotional material such as flyers and business cards, and managed print suppliers.
- Performed business communications duties, acting as a point of contact for queries.
- Designed and developed the company website using WordPress, and manage the monthly newsletters. Increased web traffic to the main site by an average of 200%.
- Organised 4 major exhibitions, and represented the business at numerous conferences.
- Tracked the marketing and business development budgets for the finance department.
- Managed and trained the company's Lead Generation Campaign consultants throughout Africa.
- Managed the company's live webinar series, writing scripts and designing presentations for 12 live international webinars. Edited 22 immigration partner interviews and 5 Consultant videos, created 5 video ads and 5 training videos, and hosted 4 live workshops.
- Contributed towards client retention efforts that won the business 2 global supplier awards.
- Developed referral tracking systems, an internal memo, CSR projects, and new visual assets.
- Rolled out and trained colleagues on numerous business systems, including two CRM systems, a travel app, a relocation portal, a conference tool, a communications app, and a webinar system.

Junior Campaign Manager**Nov 2016 – May 2017**

Hitch Digital

- Provided operational support for projects, acting as a contact for clients.
- Bought programmatic online advertisements, and tracked and optimized campaigns.
- Analysed data and extracted insights for client reports and future campaigns.

Strategy and Research Intern**Feb 2016 – Jun 2016**

W5 Partners

- Provided operational support for brand development and research projects.
- Developed strategic marketing plans, as part of a team, for a wide variety of clients.
- Conducted primary and secondary market research to support client briefs.

Loyalty Team Intern**Nov 2014 – Jan 2015**

Woolworths Holdings Limited

- Contributed towards the WRewards Come Get It campaign, as part of the strategy and communications team, working with television and online partners.
- Performed market research for clothing and general merchandise and contributed towards strategy relating to the expansion of a clothing brand, and creation of an online brand community.
- Conducted customer insights and financial analysis for a food segment, and developed a sales promotion for a new food range.
- Performed general administration tasks relating to Woolworths International stores.

VOLUNTEER EXPERIENCE**Web Manager****Mar 2021 – Present****Web Coordinator****Sep 2019 – Mar 2021**

The International Social Marketing Association (iSMA)

- Responsible for all web-related matters for the association.
- Management and reviewing of volunteer web work across the main website and social media.
- Development of communications strategy with the iSMA Board of Directors.

Volunteer Fibre Community Organiser**Aug 2017 – Jan 2019**

Vumatel

- Worked with the Business Development Manager to attract interest in a large residential area.
- Managed a dedicated fibre community webpage, and answered residents' questions at town halls.

Lead: Communications Hub**Jan 2016 – Dec 2016**

The Marketing Association of South Africa

- Organized workshops, campus visits, and Student Engage sessions.
- Developed strategies aimed at growing MASA's student membership.
- Contributed to MASA's social media presence and corporate partnerships planning.

EDUCATION**Master of Business Science****Graduated Dec 2019**

The University of Cape Town