

RÉSUMÉ SUMMARY

- 6+ years of full-time experience in marketing, human resources, and operations.
- Master of Business Science graduate.
- Experience working at startups as well as larger, more established companies.
- Passionate about people, culture, and building policies and improved processes in the workplace.

PROFESSIONAL EXPERIENCE

People & Culture Coordinator

samdesk (Canada, startup) [[Link](#)]

4 Jul 2022 – Present

Team size: 60

- Recruitment: managing the full hiring process, including drafting and posting job ads, ranking candidates, communicating with applicants, conducting screening calls, arranging and hosting panel interviews, and working with team leads to find the best fits, for the particular roles and our culture.
- Onboarding: managing the entire onboarding process, from putting offer letters and contracts together to conducting People check-ins with all parties to ensure everything is going smoothly.
- Offboarding: conducting exit interviews and debriefs, and facilitating staff departures.
- Managing the performance and compensation review process, coordinating with employees and their managers to ensure reviews are conducted on time and in a thorough manner.
- Tracking compensation and benefits, and working with the Finance Manager to ensure staff receive adjusted salaries and expensed items. This includes working with third parties in countries where we employ team members remotely (such as Australia, Ireland, the UK, the USA, India, and Malaysia).
- Coordinating employee benefit programs (including incentive payments via employers of record, private medical plans, and company stock options).
- Coordinating employee engagement initiatives to strengthen the company culture.

Administrative Coordinator

Sunset Candles (South Africa, established) [[Link](#)]

1 Mar 2021 – 31 May 2022

Team size: 5

- Supported two business owners with a wide range of administrative and marketing duties.
- Redesigned product positioning, inventory tracking, and pricing.
- Conducted research and compiled reports for budgets, business performance, and client satisfaction.
- Engaged with company stakeholders and acted as a spokesperson for the business.

Marketing Assistant

Relocation Africa Group (South Africa, established) [[Link](#)]

1 Aug 2017 – 31 Dec 2020

Team size: 35

- Directly responsible for the business' marketing goals, reporting to the Managing Director.
- Developed strategies to increase market share and standing in the global mobility market.
- Conducted market research studies, competitor analysis, and brand research in order to strategize with the MD on how best to grow the business as we increased our international reach and developed partnerships with EuRA, FIPSA, The British Chamber, and others.
- Led the Relocation Africa Lead Generation Campaign, overseeing Consultants across the African continent.
- Built and maintained relationships with the company's industry partners.
- Tracked and reported on Marketing spend, for the purposes of senior leadership's annual budgeting.

Junior Campaign Manager**22 Nov 2016 – 12 May 2017***Hitch Digital/Nettrade Programmatic (South Africa, startup) [\[Link\]](#)*

Team size: 15

- 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.

VOLUNTEER EXPERIENCE**Web Manager****Mar 2021 – Apr 2022****Web Coordinator****Sep 2019 – Feb 2021***The International Social Marketing Association (iSMA) [\[Link\]](#)*

- 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.

Fibre Community Organiser**Aug 2017 – Jan 2019***Vumatel [\[Link\]](#)*

- 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 [\[Link\]](#)*

- 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 Degree****Graduated Dec 2019***The University of Cape Town [\[Link\]](#)*

- Qualitative thesis produced, analysing generational transfer of brand loyalty in the South African FMGC sector. [\[Link\]](#)

Honor's Degree in Commerce**Graduated Dec 2016***The Independent Institute of Education [\[Link\]](#)*

- Quantitative research project produced, exploring the desired characteristics of marketing graduates entering the South African retail industry. [\[Link\]](#)

Bachelor's Degree in Commerce**Graduated Dec 2015***The Independent Institute of Education*

KEY SKILLS

People

Strong relationship management skills; clear and impactful communication; conflict mitigation skills; mediation experience; effective listening; high level of empathy; and strong interpersonal skills across organizational levels.

Cultural

Experience working with very diverse teams, comprising individuals from many different backgrounds, and facilitating cross-team projects where there are language barriers and many differing perspectives and approaches.

Organizational

Attention to detail, with the ability to multitask and prioritize multiple tasks and deadlines in extremely busy and always-evolving environments (including SaaS start-ups).

Mindset

Adaptability, and the ability to face new challenges with an optimistic, quick-learning, and diligent attitude.