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RÉSUMÉ SUMMARY

- 6+ years of full-time experience across people & culture, operations, and marketing roles.
- Master of Business Science graduate.
- Experience working at high-growth startups as well as more established companies.
- Passionate about hiring and retaining great talent, and building policies and improved processes in the workplace.

PROFESSIONAL EXPERIENCE

People & Culture Coordinator

Jul 2022 – Mar 2024

samdesk (Canada, startup) [Link]

Team size: 65

- Served as the sole individual fulfilling the HR function at a 65-person, global tech startup.
- Hiring: managed the full global hiring process, including drafting and posting job ads, reviewing and 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 the culture. Hired in countries including the UK, USA, New Zealand, Canada, Spain, and India.
- Onboarding: managed the entire onboarding process, including writing offer letters and contracts, sourcing tax, visa, and other information from new employees, adding new hires to relevant platforms, updating the HRIS, coordinating with payroll, facilitating integration, and conducting check-ins with new hires and their managers, to ensure everything was going smoothly.
- Offboarding: conducted exit interviews and debriefs, and facilitated staff departures.
- Managed the performance and compensation review process, coordinating with all parties to ensure reviews were conducted on time and in a thorough manner. Reviewed notes from samsters and their managers, provided comments on areas for improvement, processed compensation adjustments, and worked with the company to refresh and improve the entire review process in 2023.
- Worked with the Finance Manager to ensure staff received adjusted salaries. This included working with third parties and employers of record in countries where we employed team members remotely (such as Australia, Ireland, Malta, Singapore, and Malaysia).
- Coordinated employee benefits (including private medical plans and company stock options).
- Managed the company's diversity, equity, and inclusion survey process.
- Served as part of the team that worked on attaining SOC 2 and FedRAMP accreditation.
- Managed the company's HRIS, provided general support to the Operations Team, and served as the primary point of contact for HR-related queries from the entire 65 person team across the globe, including for company policies and procedures. This included working with leadership to research, review, and update policies and procedures as deemed necessary.
- Jointly organized numerous conference visits to enable sales opportunities. Further, was a major part of organizing samdesk's own in-house user conference, Horizon, which we built from the ground up, and hosted in Canada with great success in 2023.
- Coordinated employee engagement initiatives to develop and strengthen the company culture.

Administrative Coordinator

Mar 2021 – May 2022

Sunset Candles (South Africa, established) [Link]

Team size: 5

- Family business that was supported during my time of waiting to emigrate to Canada.
- Supported two business owners with a wide range of administrative and marketing duties.

- Redesigned product positioning, inventory tracking, and pricing.
- Managed a web design and product photography project.
- 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 & Executive Assistant to the MD

Aug 2017 – Dec 2020

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

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.
- Provided executive assistance to the Managing Director, including screening calls and emails, booking international travel, and representing the MD in meetings they could not attend.
- Provided hiring assistance to the HR Manager, as needed. This is where my interest in the People & Culture space first developed.

Junior Campaign Manager

Nov 2016 – May 2017

Hitch Digital/Nettrade Programmatic (South Africa, startup) [\[Link\]](#)

Team size: 15

- Transitional advertising role in stepping from university into the marketing space.
- 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 FMCG 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

Communication & Interpersonal

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

Organizational

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

Cultural

Experience working with very diverse teams, comprising individuals from many different backgrounds, as well as facilitating cross-team projects and building and maintaining a company culture and set of values where there are language barriers, different cultural backgrounds, and many differing perspectives and approaches.

Approach to Work

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