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RÉSUMÉ SUMMARY

- 5+ years of full-time experience, with a strong background in executive assistance at the President/Director level, administrative coordination, marketing operations, and communications.
- Master of Business Science graduate.
- Volunteer experience with numerous community organizations.
- Hard skills include proficiency with Microsoft Office, 365, Google Workplace, Adobe, Zendesk, Basecamp, MailChimp, SurveyMonkey, WebinarJam, WordPress, and 80 wpm typing speed.

PROFESSIONAL EXPERIENCE

Administrative Co-ordinator & Executive Assistant

Mar 2021 – May 2022

Sunset Candles

- Supported two business owners with a wide range of administrative and executive assistance duties.
- Drafted official documents and communicated via email and telephonically on behalf of the owners.
- Conducted research and compiled reports for budgets, business performance, and client satisfaction.
- Engaged with company stakeholders and acted as a spokesperson for the business.

Executive Assistant to the President & Marketing Assistant

Aug 2017 – Jan 2021

Relocation Africa Group

- Provided executive assistance to the President; managing their calendar, screening calls and emails, serving as gatekeeper, taking minutes, making international travel arrangements, organizing meetings and sitting in on their behalf, and processing expense claims.
- Drafted and edited correspondence on behalf of the President, and handed official documents of an often sensitive nature.
- Managed the daily marketing functions, reporting directly to the company's President.
- Assisted HR with recruitment, onboarding, staff training both in-house and remotely, and organizing staff and cultural events. Also assisted with POPI and EGQS compliance audits.
- Engaged with stakeholders to further business objectives and foster relationships in the immigration industry. Developed and built relationships with, among others, government officials at the local, provincial, and national level, Consulates, High Commissions, and legal partners.
- Conducted research and compiled reports for market and competitor information. Surveyed clients to determine how the business could improve.
- Provided support for switchboard operations, office administrative duties, and tech support ad hoc.
- Wrote articles for the company's four major divisions, for both online and print media.
- Designed monthly newsletters and all promotional material.
- Performed business communications duties, acting as a point of contact for queries.
- Engaged with the media for press releases, newspaper ads, and promotions at conferences.
- Organised 4 major exhibitions, and represented the business at numerous conferences.
- Tracked the marketing and business development budgets for the finance department.
- Contributed towards client retention efforts that won the business 2 global supplier awards.

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.

VOLUNTEER EXPERIENCE**Web Manager****Mar 2021 – Apr 2022****Web Coordinator****Sep 2019 – Feb 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.

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 Degree****Graduated Dec 2019**

The University of Cape Town