

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

- 5+ years of cumulative full-time experience, with a strong background in administrative coordination, 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, DxO PhotoLabs, WebinarJam, Google Analytics, and WordPress.

PROFESSIONAL EXPERIENCE

Administrative & Marketing Co-ordinator

Mar 2021 – Present

Sunset Candles

- Supporting two business owners with a wide range of administrative and marketing duties.
- Development of a new product classification system, with item codes, themes, and dimensions.
- Development of a new ordering system, inclusive of new digital and embedded online order forms.
- Designing and developing a brand-new company website, inclusive of the entire product range.
- Managing the overall marketing direction, including strategies for online growth, sales promotions, social media management, and client communication channels.
- Providing tech support ad hoc, rolling out a new email system and other software suites, and improving archiving and records management, to enhance productivity and order efficiency.
- Designing a range of new company documents, business cards, and promotional material, so as to create a unified brand presence across all client touch-points.

Marketing Assistant and Executive Assistant to the MD

Aug 2017 – Jan 2021

Relocation Africa Group

- Provided executive assistance to the Managing Director; managing their calendar, screening calls and emails, drafting correspondence, taking minutes, sitting in for meetings, booking digital and physical meetings, and making travel arrangements, among other tasks.
- Managed the daily marketing functions, reporting directly to the company's Managing Director.
- 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.
- Provided support for switchboard operations, office administrative duties, and tech support ad hoc.
- Managed the business' website CRM systems, 7 social media channels and blog, posting over 700 articles, and growing the total social follower base by 117% and web traffic by 200%.
- Designed monthly newsletters and all promotional material.
- Performed business communications duties, acting as a point of contact for queries.
- 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 global webinar series, writing scripts, editing videos, and presenting.
- 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.

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 – 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.

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