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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 – Feb 2022

Sunset Candles

- Supported two business owners with a wide range of administrative 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, drafting official correspondence, taking minutes, and making international travel arrangements.
- Managed the daily marketing functions, reporting directly to the company's President.
- Assisted HR with recruitment, onboarding, staff training, 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 workers, 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.
- Managed the business' website, CRM systems, 7 social media channels, and blog. Posted over 700 articles, grew the social base by 117%, and web traffic by 200%.
- 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.
- Managed and trained the company's Lead Generation Campaign consultants across the continent.
- 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 a major television and online campaign, as part of the communications team.
- 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 Degree****Graduated Dec 2019**

The University of Cape Town