

ROOCRUIT **Luzette**

Operations & Business Administration Professional

PROFESSIONAL SUMMARY

A highly versatile professional with over 10 years of experience in business administration, secretarial services, and financial administration. Proven track rate in managing daily operations, streamlining SOPs, and ensuring statutory compliance for diverse enterprises. Demonstrated capability in supporting C-suite executives and managing complex administrative workflows with a focus on efficiency and growth.

KEY SKILLS

- Financial Administration & Bookkeeping (SAGE, MedEDI)
- Operational Management & SOP Development
- Corporate Secretarial & CIPC Compliance
- CRM & Sales Administration (Hubspot, Google Drive)
- Brand Identity & Creative Design
- Executive & Virtual Assistant Support
- Project Coordination & Tender Drafting
- Staff Management & Payroll (HR)
- Business Writing & Strategic Communication
- Problem Solving & Critical Thinking

PROFESSIONAL EXPERIENCE

Office Administrator

2022 - 2023

International E-commerce Services Provider

- Managed day-to-day office administrative duties, including vendor management and procurement of electronics and consumables.
- Provided Sales administration and CRM housekeeping using HubSpot and Google Drive.

- Drafted high-level documents and agreements, including order forms and client proposals using PandaDoc.
- Acted as Personal Assistant to the Managing Director, handling calendar management and complex travel arrangements.
- Developed and implemented new Standard Operating Procedures (SOPs) to improve organizational efficiency.
- Contributed as a member of the International Diversity, Equity, and Inclusion (DEI) work group.

Operations Manager

2017 - 2022

Hospitality & Business Services Group

- Led all daily operational aspects, ensuring consistent business success and optimized workflows.
- Researched and implemented sales and marketing strategies that drove growth.
- Oversaw staff management, including schedule design, payroll, and the maintenance of confidential HR records.
- Executed brand identity changes, including restaurant menu design and statutory trademark filings.
- Ensured statutory compliance by maintaining the company register and filing annual returns at CIPC.
- Provided monthly and quarterly financial reporting to senior stakeholders.

Office Manager / Executive Assistant

2016 - 2018

Established Architectural Firm

- Provided comprehensive office support and supervised front-office operations to ensure profitability/client value.
- Managed vendor relationships, software licensing, and equipment procurement.
- Functioned as Junior Bookkeeper handling payroll, accounts receivable/payable, and general ledger on SAGE.
- Acted as the trusted first point of contact for high-profile client liaison.
- Supported company directors with networking events, meeting preparation, and diary management.
- Created and implemented new office SOPs and maintained statutory company registers.

Receptionist / Assistant Company Secretary

2013 - 2016

Accounting & Auditing Firm

- Assisted senior accountants and auditors with drafting client correspondence and financial data input.
- Handled comprehensive CIPC administration including registrations, annual returns, and statutory housekeeping on SecWare.
- Managed confidential business mail and front-of-house operations.
- Researched and assisted with the implementation of the Companies Act 2008 for diverse clients.

CONSULTANCY & SPECIAL PROJECTS

- **Medical Practice Administration:** Managed bookkeeping and MedEDI software for a Specialist Physician (6-month contract).
- **Tender Acquisitions:** Successfully drafted and applied for winning tender bids in the service sector.
- **Business Advisory:** Acted as Virtual Assistant/Business Advisor for multiple startups during COVID-19.
- **Market Research & Launch:** Established an online catering company, including risk assessment and full CI design.

EDUCATION

University of South Africa (UNISA)

Bcom Business Informatics (In Progress - Started 2023)

Damelin College

Diploma in Business Management (2017)

CERTIFICATIONS

- Data Science / Data Analysis using Microsoft Excel - Coursera (2022)
- Japanese Language Course - Enterprises University of Pretoria (2019)
- Company Secretarial Workshop - Companies House (2015)

LANGUAGES

- **English:** Fluent (Business Proficiency)

- **Afrikaans:** Native (Business Proficiency)
 - **Japanese:** Basic
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