

DENA

Executive Assistant & Administrative Specialist

RooCruit

Cape Town, South Africa

PROFESSIONAL SUMMARY

Highly organized and versatile Executive Assistant with over 5 years of experience providing high-level administrative support, property management coordination, and technical assistance. Expert in managing complex schedules, financial tracking, and digital marketing strategies to optimize business operations. Proven ability to troubleshoot technical issues and manage multiple digital platforms, ranging from CRM tools to graphic design suites, while maintaining exceptional attention to detail.

KEY SKILLS

- Executive Administrative Support
- Basic Accounting & Invoicing
- Graphic Design & Editorial Branding
- Financial Reporting & Budgeting
- Project Management & SaaS
- Digital Marketing & Social Media
- Property Maintenance Coordination
- Tenant Relations & Communication

PROFESSIONAL EXPERIENCE

Executive Assistant / Property Liaison

2020 - Present

Independent Property Management & Real Estate Group

- **Tenant Communication:** Maintain open and effective communication with tenants, addressing inquiries, concerns, and requests promptly; coordinate lease agreements and rent collection.
- **Property Maintenance:** Oversee maintenance and repairs, including scheduling and coordinating with contractors to ensure excellent property condition.
- **Financial Management:** Manage all financial aspects including rent collection, tracking expenses, budgeting, and reporting.

- **Compliance:** Maintain organized records of lease agreements and financial transactions crucial for legal compliance and financial tracking.
- **Property Marketing:** Develop and execute marketing strategies to attract prospective tenants, utilizing online platforms to maximize property exposure.
- **Retention:** Foster positive relationships with tenants to promote satisfaction and resolve disputes effectively.

Executive Assistant

2019 - 2020

International Real Estate Brokerage

- Provided high-level administrative support including appointment scheduling, email management, and document organization.
- Handled basic accounting functions such as bookkeeping, invoicing, and expense tracking.
- Managed virtual meetings and webinars, including setup and technical troubleshooting.
- Oversee social media accounts and website updates to maintain digital presence.
- Conducted market research and prepared comprehensive reports for the executive team.
- Resolved office-wide technical issues ensuring zero downtime during critical virtual events.

TECHNICAL ACUMEN

Google Suite

Adobe Suite

HubSpot

Canva

Trello / Asana / Slack

MailChimp / SendInBlue

Wix

YouTube / Vimeo

Survey Monkey

EDUCATION

Diploma in Graphic & Editorial Design

2001 - 2002

Art Directors

National Senior Certificate (NSC)

1998 - 2000

Fish Hoek High School

Subjects: English, Afrikaans, Mathematics, Geography, Biology, Home Economics.

LANGUAGES

- English (Full Professional Proficiency)
- Afrikaans (Professional Proficiency)