

LISA

COO / Client Relations Manager

RooCruit

United Kingdom & South Africa (Remote Expert)

PROFESSIONAL SUMMARY

Highly experienced executive and Client Relations Manager with decades of experience in building and scaling businesses from startup to multi-million dollar international entities. Proven track record in remotely managing operational and digital marketing teams, with a rare ability to translate visionary goals into executable operational realities. Expert in mapping customer-driven marketing campaigns and maintaining world-class client relationships built on excellence and meticulous attention to detail.

KEY CAREER HIGHLIGHTS

- Guided an education startup to a foundation of 12,000 students in 45 countries, generating over \$20M in sales over 5 years.
- Recruited and managed a team of 40 Community Managers across EMEA and APAC for a Fortune 100 tech company.
- Managed sales processes for high-profile partnerships involving industry leaders like Tony Robbins, Gary Vee, and Richard Branson.
- Successfully created and project-led a fully functioning global 24/7 support team within 24 hours.
- Achieved consistent engagement rates of over 100% per month for major social media moderation clients.

KEY SKILLS

Operations Management

Client Relationship
Management

Digital Marketing Strategy

Project Management

Business Development

Remote Team Coaching

Recruitment & Onboarding

Organic Social Media
Strategy

Email Marketing

Process Automation

Conflict Resolution

Creative Problem Solving

PROFESSIONAL EXPERIENCE

Head of Client Relations

February 2022 – Present

International Social Media & Community Management Agency

- Lead the primary relationship with a global tech giant (Meta), ensuring superior client experience and scope adherence.
- Oversee 30+ Community Managers across APAC and EMEA to maintain high quality standards.
- Review all reporting, content suggestions, and brand protection escalations.
- Manage all client meetings and deliver strategic summaries to the executive leadership team.
- Drive recruitment, training, and support for team leads and remote staff.

Organic Social Media Strategist/Manager

May 2023 – Present

Growth-Focused E-commerce Brand

- Developed and executed comprehensive organic social media strategies and content calendars.
- Built social media moderation processes and provided specialized training to the team.

Chief Operating Officer (Contract)

September 2021 – February 2022

Niche E-commerce Education Platform

- Provided operational vision to expand the business into new markets and diversify product offerings.
- Implemented operational controls, administrative procedures, and reporting protocols to ensure scalability.
- Collaborated with marketing teams to leverage data insights for improved customer experience.
- Managed project lifecycles for all new initiatives and digital product launches.

Chief Operating Officer / Head of Operations

March 2016 – August 2021

High-Growth International Education Startup

- Progressed from Support Manager to COO, playing a vital role in becoming one of Australia's fastest-growing companies.
- Managed the international support team, US-based onboarding team, and a volunteer force of up to 60 members for live events.
- Acted as chief steward of the brand, working with ad agencies to manage multi-million dollar budgets and narrative consistency.
- Designed and built the company's first Knowledge Base (80+ articles).
- Developed complex marketing campaigns, including webinars, digital launches, and cross-sell funnels.

Head of Sales & Customer Service

2009 – 2012

Specialized Food & Beverage Distributor

EDUCATION

The Leys High School (UK)

A Levels: English, French, General Knowledge

GCSEs: English, Literature, Geography, French, Commerce, Maths

CERTIFICATIONS

- Certified Customer Acquisition Specialist (Digital Marketer)
- NVQ Level 2 in Customer Service
- RSA Typing 1

LANGUAGES

- English (Native)
- French (Conversational)

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