

# NADIA

## Project Management & Administration Specialist

RooCruit

Cape Town, South Africa

---

### PROFESSIONAL SUMMARY

A proactive BA Communications graduate with extensive cross-industry experience spanning International Relations, Health, Management, and Corporate Sales. I am an expert in relationship building and organizational systems, with a proven track record of managing multi-national student recruitment and medical donor registries. I specialize in navigating complex regulatory environments, diverse cultural landscapes, and administrative project management with an ambitious and service-oriented approach.

### KEY SKILLS

- **Strategic Leadership:** Budgeting, Staff Mentoring, Change Management
- **Operational:** Project Management, Quality Assurance, CRM Development
- **Marketing:** Global Strategy, Public Relations, Content Creation
- **Compliance:** Liaison with Government/Legal Bodies, Policy Development
- **Tech:** Salesforce, Trello, WordPress, Mailchimp, Visio, SharePoint
- **Communications:** Stakeholder Management, Negotiations, Media Interviews
- **HR:** Recruitment Coordination, Performance Appraisals, Training
- **Mobility:** International Student Affairs, Logistics, Travel Coordination

### PROFESSIONAL EXPERIENCE

#### HEAD OF DONOR RECRUITMENT

JULY 2018 – PRESENT

#### National Medical Registry & Research Organization

- Oversee annual budget and national expenditure for recruitment operations.
- Manage recruitment, training, and performance of national staff and volunteers.
- Developed communication strategies and community mapping to diversify the national registry.

- Liaise with healthcare providers and logistics companies for national medical sample facilitation.
- Acted as Project Manager for World Marrow Donor Day and international awareness expeditions.
- Serve as primary media representative for Radio, TV, and online press interviews.

## **CORPORATE SALES CONSULTANT**

**JANUARY 2018 – JUNE 2018**

### **Professional Training & IT Solutions Provider**

- Identified and acquired corporate clients for IT, Business, and Finance certifications.
- Managed the implementation of learnership programs and placement for candidates.
- Coordinated large-scale tender submissions and business relationship management.

## **HEAD OF INTERNATIONAL STUDENT AFFAIRS**

**OCTOBER 2014 – SEPTEMBER 2017**

### **Leading Creative Arts Education Institution**

- Spearheaded a Global Marketing Strategy to grow international intake across 5 national campuses.
- Managed distance representatives in 6 international regions (Norway, Nigeria, Kenya, etc.).
- Developed international policies and managed collaborative institutional partnerships.
- Ensured legal compliance with Department of Home Affairs regarding visas and international credentials.
- Launched regional arts scholarships and curated digital marketing collateral for lead generation.

## **COORDINATOR: AFRICAN PROGRAMMES & PARTNERSHIPS**

**JANUARY 2013 – SEPTEMBER 2014**

### **Top-Tier Research University**

- Implementation of donor-funded staff and student exchange programs (Intra-ACP ARISE).
- Negotiated with international medical providers for bespoke insurance products.
- Wrote high-level institutional profiles, bids, and orientation frameworks for international stakeholders.
- Served as Interim Project Coordinator for the MasterCard Foundation Scholars Program.

## **MANAGER: INTERNATIONAL PARTNERSHIPS JANUARY 2011 – DECEMBER 2012**

## Comprehensive Metropolitan University

- Managed international institutional mobility partnerships and annual partner evaluation reporting.
- Conceptualized biannual "Family Week" for international academic partners.
- Project managed international student orientation and logistics for new arrivals.
- Acted as Secretariat to the Internationalization Committee.

\*Previous roles including Communications Manager (Dubai), Language Teacher (Taiwan), and Cabin Crew (Doha) available upon request.

## EDUCATION

### BA COMMUNICATIONS (CUM LAUDE)

University Level – Majors: Communications and Afrikaans

### Matric / Grade 12

Noorderlig Combined School

## CONTINUOUS LEARNING & CERTIFICATIONS

IATA Transportation of Dangerous Goods    Agile Marketing    Financial Performance & Balance Sheets

Competency Based Interview Skills    7 Habits of Highly Effective People

Data Protection and Direct Marketing    Intercultural Communication

## LANGUAGES

English (Fluent), Afrikaans (Fluent)