

DONNA

**Executive Assistant | Virtual Assistant |
Operations Coordinator**

Regional Presence:
Johannesburg, South Africa
Availability: Immediate /
Remote & Hybrid



PROFESSIONAL SUMMARY

An enthusiastic and versatile professional with extensive experience as an Executive Assistant, Operations Coordinator, and Virtual Assistant. I am a forward-thinking, adaptive team player who excels in managing complex logistics, executive calendars, and digital marketing strategies. I am committed to enhancing operational efficiency and fostering positive work environments within growing global businesses.

KEY SKILLS

- Executive & Personal Support
- Global Travel & Logistics Management
- Digital Marketing & Social Media Strategy
- Project Management & Coordination
- CRM & Google Workspace
- Microsoft Office Suite (Advanced)
- Web Design (WordPress) & Content Creation (Canva)
- Financial Reporting & Bookkeeping
- Stakeholder & Client Relationship Management
- Complex Calendar & Event Coordination

PROFESSIONAL EXPERIENCE

Virtual Assistant & Brand Manager

Jan 2022 – Nov 2023

Independent Professional Services Firm

- Provided comprehensive remote administrative support including email management and complex calendar scheduling.

- Developed and implemented social media strategies, analyzed engagement metrics, and managed online communities.
- Managed brand identity for clients, including logo creation, branded invoicing, and promotional templates.
- Handled travel coordination, digital file organization, and basic bookkeeping/financial reporting tasks.
- Facilitated virtual meetings and managed project timelines and team collaboration.

Real Estate Consultant & Digital Marketer

Jan 2010 – Nov 2023

Leading Real Estate & Marketing Consultancy

- Managed end-to-end digital marketing campaigns across Facebook, Instagram, LinkedIn, and Google Ads.
- Built and maintained WordPress websites and created promotional video content.
- Conducted property valuations and managed a large database of high-net-worth clients.
- Drafted legal documentation and coordinated between banks, attorneys, and stakeholders.

Executive Assistant to Chief of HR

Jun 2008 – Nov 2008

Major Financial Services Institution (Contract)

- Managed complex executive diaries and prepared board and management meetings.
- Coordinated international and domestic travel and large-scale offsite events.
- Facilitated internal approvals and assisted with client complaint resolution.

Executive Assistant to GM: Africa

Feb 2005 – Nov 2007

Global Multinational Technology Corporation

- Provided high-level support to the General Manager and Operations Director for the Africa region.
- Managed extensive international travel and complex visa applications for travel across the continent.
- Liaised with high-level African government officials and corporate executives.
- Managed logistics for offsite conferences across Africa, including security, customs clearance, and budget management.

- Managed office staff across various African territories and implemented operational systems for new offices.

Global Logistics Transition Manager

Oct 2003 – Jan 2004

International Technology & Consulting Firm

- Project managed a global transition project, overseeing in-country resources for 11 international regions.
- Managed a UK-based project team of 400 employees independently.
- Coordinated across Health & Safety, Telephony, Facilities, and Security departments to ensure seamless staff transfers.
- Developed and tracked project plans and produced weekly executive status reports.

Research Associate & PA to Managing Director

Sep 1999 – Jul 2002

Global Merchant Bank (London Office)

- Updated equity research databases with financial data and analyzed market trends for the media and insurance sectors.
- Created market models and valuation spreadsheets using Reuters and Datastream.
- Organized international marketing roadshows and extensive travel for the Managing Director.

EDUCATION

Annual Executive Secretarial/Personal Assistant Diploma

Pitmans of London

NQF4 & NQF5 Real Estate

Professional Designations

Business Administration Certificates

Professional Training

Matric

High School Certificate

LANGUAGES

- English (Fluent)

- Afrikaans (Fluent)

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