

RooCruit

CHERIE

Project Manager & Virtual Operations Specialist

Westbrook, South Africa | English (Fluent), Afrikaans (Limited)

PROFESSIONAL SUMMARY

A hardworking and self-driven professional with over 15 years of experience spanning event management, high-level fundraising, and virtual business operations. Expert in building strategic stakeholder relationships and managing complex administrative workflows, with a proven track record of creating sustainable brand awareness and cost-saving partnerships. Passionate about delivering high-quality support through integrity, creativity, and effective communication.

KEY SKILLS

- Event & Conference Management
- Virtual Assistant & Administrative Support
- High-Net-Worth Relationship Management
- Social Media Marketing & Content Creation
- Major Donor Fundraising & Strategy
- Basic Website & Graphic Design
- Project Management & Budgeting
- Professional Sales & Negotiations

PROFESSIONAL EXPERIENCE

General Admin & Events Manager | Local Hospitality & Country Estate Group **Jan 2022 – Apr 2024**

- Managed end-to-end administration for functions and events, including invoicing, basic HR, and day-to-day operations.
- Coordinated large-scale events for various sports codes (Golf, Squash, Tennis) and private functions such as weddings and corporate golf days.
- Designed service packages tailored to diverse budgets to maximize revenue and service quality.

- Developed creative events (Wine/Gin tastings, Karaoke) to increase turnover and analyzed post-campaign success.
- Initiated and maintained supplier relationships to optimize procurement and increase profitability.

Owner & Virtual Assistant | Boutique Support Services Agency Jan 2020 – Present

- Provide comprehensive administrative and sales support, including lead follow-ups, invoicing, and data capturing.
- Serve as Social Media Manager for high-profile clients, conceptualizing content calendars and creative design.
- Manage website updates and e-commerce growth strategies via social media platforms.
- Facilitate digital government applications and licensing renewals for remote clients.

Major Donor Fundraiser | Global Child Care NGO Sep 2016 – Oct 2021

International non-profit focused on child welfare.

- Built and nurtured relationships with High-Net-Worth individuals and corporate donors through strategic philanthropy.
- Founded "Networking for a Cause," a premier annual fundraising event that successfully acquired new high-value donors.
- Achieved annual targets and reported on donor retention and experience strategies.
- Formed strategic corporate partnerships for "In-Kind" services, leading to significant organizational cost savings.
- Instrumental in launching the organization's Athletics Club and brand awareness initiatives.

Founder | Communications & Events Consultancy Nov 2011 – 2022

- Delivered 360-degree eventing and conferencing solutions for corporate clients.
- Sourced high-profile MCs and sports personalities for speaking engagements and fundraisers.
- Managed projects from inception to completion, including client entertainment strategies for major concerts and sports events.
- Contributed as a freelance writer for international sports publications.

General Manager (Freelance) | Healthcare Support Organization Mar 2015 – Aug 2015

- Oversaw daily business operations and social media presence for an emotional support service.
- Coordinated video interviews with public figures to share impactful narratives for brand building.
- Developed website copy and creative content to increase community engagement.

PR, Marketing & Scholarships | Professional Sports Academy Mar 2010 – Aug 2011

- Managed press releases for international and national media, websites, and social platforms.
- Coordinated high-level functions involving media and professional athletes.
- Secured scholarship sponsors and facilitated high-stakes sponsorship negotiations and upsells.

Media Consultant & Team Leader | Leading Regional Media/Radio Mar 2004 – Feb 2010

- Led a team of media consultants to achieve sales targets and manage key client accounts.
- Provided strategic radio advertising solutions to increase client ROI and market share.
- Oversaw production studio coordination, monthly reconciliations, and departmental research.
- Managed new business development and client retention through CRM best practices.

EDUCATION & CERTIFICATIONS

Senior Certificate

Kwa-Zulu Natal Education

TEFL Certification

English Language Instruction (2022)

Virtual Assistant Online Certification

Professional Certification (2022)

Digital & Social Media Advertising

Online Certification (2021)

- Professional Sales Negotiation Training
- Telephonist Skills Training
- MS Office Suite (Excel, PowerPoint, Outlook)

LANGUAGES

English: Fluent Afrikaans: Limited Proficiency
