

GEONELA

ROOCRUIT

C-Level Executive Assistant

Gauteng, South Africa

PROFESSIONAL SUMMARY

A highly accomplished Executive Assistant with over a decade of experience supporting C-level leaders across healthcare, pharmaceuticals, financial services, and real estate sectors. Expert in managing complex global stakeholder relationships and optimizing executive productivity through proactive operations management and strategic administrative oversight. Proven track record in streamlining communication, reducing operational inefficiencies by up to 40%, and maintaining flawless execution in high-stakes environments.

KEY SKILLS

- C-Suite & Board-Level Support
- Global Travel & Logistics Management
- Complex Calendar Optimization
- Strategic Meeting & Event Coordination
- Stakeholder & Investor Relations
- Advanced Microsoft 365 & Google Workspace
- Project Management & Workflow Tracking
- Financial Management & Budget Tracking
- Minute Taking & Document Preparation
- Change Management & Operational Support

PROFESSIONAL EXPERIENCE

Executive Assistant to the Chief Financial Officer

Dec 2023 – Present

Leading Pan-African Energy and Industrial Equipment Manufacturing Group

- Provides essential administrative and operational support to the CFO, managing complex calendars and high-priority meeting preparations for the Finance Committee.
- Acts as the primary liaison between the CFO and internal/external stakeholders, managing all correspondence with a 90% reduction in documentation errors.
- Manages end-to-end travel logistics, including international flights, accommodation, and visa applications for regional business hubs.
- Assists with budget tracking and resource management, ensuring project deliverables stay within financial constraints.

Executive Assistant to the CEO & CHRO

Nov 2021 – Nov 2023

International Pharmaceutical and Healthcare Provider

- Developed and maintained a logistical framework for organizational events and high-level board meetings across various African and international territories.
- Orchestrated complex travel itineraries for board members and executives, ensuring strict compliance with corporate travel policies.
- Prepared strategic materials and monthly Executive Committee presentations to facilitate informed decision-making.
- Coordinated with company secretarial services to ensure strict adherence to governance and administrative standards.

Executive Assistant to the CEO, CFO & COO

Nov 2019 – Oct 2021

JSE-Listed Real Estate Investment Trust (REIT)

- Supported the full executive suite in a fast-paced investment environment, handling sensitive financial and M&A data with absolute discretion.

- Managed investor relations support, coordinating communication between the executive team and shareholders.
- Provided research and due diligence support for property acquisitions and financial analysis for new investment opportunities.
- Implemented an online travel booking platform (Travel IT), significantly enhancing efficiency and resource utilization.

Executive Assistant to the CEO, CFO & CRO**Jul 2017 – Oct 2019***International Automotive Financial Services Corporation*

- Managed executive operations within a high-pressure OEM financial services environment.
- Organized major annual conferences, recognition ceremonies, and quarterly financial reviews.
- Awarded "Ambassador Award" for commitment to corporate values and excellence in 2018.
- Served as the primary liaison with international headquarters, facilitating global communication and administrative compliance.

Executive Assistant to the CEO & CFO**Sep 2014 – Jul 2017***Leading Private Healthcare Provider Group*

- Managed executive schedules and travel for one of South Africa's largest healthcare groups.
- Handled sensitive patient complaints escalated to the CEO's office with high EQ and professional discretion.
- Supported strategy workshops and business reviews, including comprehensive agenda preparation and minute-taking.

Executive Assistant to the CEO & COO**Dec 2009 – Aug 2014***Employee Benefits and Actuarial Consulting Firm*

- Managed administrative responsibilities for top leadership, including the execution of year-end luncheons for 400+ employees.
- Awarded "Employee of the Year" in 2010 for outstanding contribution to executive operations.
- Coordinated extensive domestic and international travel and complex committee meeting schedules.

EDUCATION

- **Bachelor of Business Administration (BBA)** – Regenesys Business School (Currently in 2nd/3rd Year)
- **Executive Secretarial Diploma** – INTEC College
- **Fundamental Management Certificate** – Unisa School of Business Leadership (SBL)
- **Early Learning and Childcare Development Diploma** – Shamrock Sands Educare
- **Grade 12 Diploma** – Sedaven High School

TECHNICAL EXPERTISE

Microsoft 365 Expert Google Workspace Asana Trello Slack SAP Concur Salesforce CRM Monday.com ClickUp
Notion Sage Zoom/Teams/Skype DocuSign

PROFESSIONAL AFFILIATIONS

Active member of: OPSA (South African Professional Administrators Association), EA How To, Associated Professional Administrative Professionals (ASAP), and Office Dynamics International.