

ROOCRUIT

Cape Town, South Africa

GONTSE

Executive Assistant & Marketing Specialist | Project & Operations Manager

PROFESSIONAL SUMMARY

Dynamic Executive Assistant and Marketing Professional with over 5 years of experience supporting founders, executives, and high-growth teams across the real estate, media, and digital marketing sectors. Expert in balancing high-level executive support—including complex calendar management and travel coordination—with marketing execution and workflow optimization. Recognized for a proactive, solutions-driven approach, building efficient operational systems, and delivering measurable growth results in remote-first environments.

KEY SKILLS

- **Executive Support:** Calendar, Inbox, & Travel Management
- **Operations:** Payroll, Invoicing, & Financial Admin
- **CRM & Project Tools:** HubSpot, Notion, Trello, Kajabi
- **E-commerce:** Shopify & Amazon Backend Management
- **Digital Marketing:** Content Creation & Strategy
- **Social Media:** Growth Hacking & Analytics
- **Process Improvement:** SOP Development & AI Integration
- **Communications:** Stakeholder Liaison & Lead Engagement

KEY ACHIEVEMENTS

- **Podcast Growth:** Managed 30+ episodes for an international talent agency, growing downloads by 128% and LinkedIn impressions by 158%.
- **Transcription Management:** Delivered 200+ hours of QA-verified content for prestigious global beverage brands.
- **Community Building:** Scaled a Slack-based marketing community from 0 to 300 engaged members and grew social media audiences to 10,000+ followers.
- **Digital Products:** Authored and published an industry-specific eBook to drive lead generation and streamline onboarding.

PROFESSIONAL EXPERIENCE

Executive Assistant to Founder

07.2024 - 06.2025

Global Talent Acquisition & Media Firm

- Provided full executive support to the Founder, including multi-timezone diary management and inbox filtering.
- Coordinated international travel logistics involving flights, trains, and accommodation booking.
- Managed financial records, payroll, invoicing, and vendor payments with high accuracy.
- Facilitated business development by conducting outreach, securing podcast guests, and managing client pipelines.
- Oversaw content production workflows and coordinated contractors for social media and podcast assets.

Executive Assistant (Freelance)

May 2024 - Present

Remote Business Operations Consultancy

- Provide administrative support to senior leadership, focusing on task tracking and delivery monitoring.
- Streamline content workflows by collaborating with branding and copywriting teams.
- Utilize AI tools to repurpose content and research market trends for operational efficiency.
- Manage digital asset coordination and LinkedIn scheduling for leadership profiles.

Marketing & Operations Assistant (Temporary)

06.2025 - 09.2025

Professional Education & Coaching Platform

- Built and maintained Notion dashboards to monitor analytics across LinkedIn, Kajabi, and Udemy.
- Managed e-learning cohorts, course uploads, and coupon code generation for digital products.
- Developed and documented standard operating procedures (SOPs) to enhance team scalability.
- Created graphics in Figma and built high-converting landing pages in Kajabi.

Administrative Growth Assistant

12.2023 - 06.2024

International E-commerce & Retail Group

- Managed backend operations for Shopify and Amazon stores, including product listings and pricing updates.
- Executed email marketing campaigns via Klaviyo and optimized CRM workflows.
- Provided customer retention support and tracked campaign performance metrics.

Founder & Project Lead

07.2022 - Present

Specialized Transcription & Marketing Services Agency

- Built a remote business from the ground up, managing recruitment, training, and client acquisition.
- Delivered high-volume transcription projects for multinational corporate clients.

- Designed all brand assets and built a professional service website with integrated digital product sales.

Junior Bookseller & Merchandiser**2021 - 2023***Leading National Book Retailer*

- Managed inventory control and visual merchandising to drive storefront sales.

EDUCATION & CERTIFICATIONS

Bachelor of Business Administration (BBA)**Google Digital Marketing Certification****Professional Certifications:** E-Commerce & Customer Service, Graphic Design & Content Creation, Virtual Assistance & General Transcription.**LANGUAGES**

English (Full Professional Proficiency)