

RooCruit

ROSHELLE

Veterinary Commercial & Marketing Operations

KwaZulu-Natal, South Africa (Remote Available)

PROFESSIONAL SUMMARY

A versatile professional with 18 years of experience across operations, marketing, digital media, and project support within the veterinary, animal health, and conservation sectors. I specialize in streamlining workflows and driving digital brand initiatives through a combination of strategic thinking and practical execution. Tech-savvy and adaptable, I thrive in remote environments where I can manage complex systems, support customer relations, and deliver measurable value to global organizations.

KEY SKILLS

- E-commerce Operations (Shopify, WooCommerce)
- Data Processing & Dashboard Reporting
- Webinar & Online Training Coordination
- Multi-country Program Support
- Digital Marketing & CRM Management
- Stakeholder & Key Account Management
- Process Improvement & Sales Funnels
- Project & Timeline Coordination

PROFESSIONAL EXPERIENCE

Digital & Operations Support

Jan 2023 - Present

Development & Economic Consulting Firm (100% Remote)

- Deliver operational and marketing support for multi-country development programs across West Africa.
- Manage webinar platforms, online training tools, and digital learning resources.
- Convert raw data into structured reports, dashboards, and visual summaries for leadership.
- Design and maintain structured datasets to support program reporting and stakeholder communication.
- Manage website updates, email campaigns, and marketing communications.

Account Solutions Manager

2019 – 2022 | 2007 – 2016

International Healthcare Logistics & Supply Chain Provider

- Managed five large corporate healthcare accounts across animal and human health portfolios.
- Responsible for KPI tracking, retention strategy, and service planning.
- Conducted structured performance reviews and aligned logistics operations to client expectations.
- Supported commercial planning and maintained long-term relationship growth for high-value clients.

Operations, Marketing, Sales & E-Commerce

2019 – 2022 | 2007 – 2016

Leading National Veterinary Product Distributor

- Managed a remote e-commerce platform with approximately 7,000 SKUs, including pricing and front-end updates.
- Supported the national distribution of veterinary and diagnostic products across South Africa.
- Coordinated marketing campaigns, promotions, and industry conference exhibitions.
- Collaborated with veterinary practices to analyze purchasing behavior and diagnostic product adoption.
- Maintained CRM-style sales workflows to improve customer communication and follow-up.

Tourism & Conservation Projects

Jul 2018 - Dec 2020

Wildlife Conservation & Research Organization

- Provided on-site support in conservation and tourism-linked environments.
- Managed community and visitor-facing coordination for various initiatives.

- Supported conservation research activities and event planning.
- Executed multi-channel marketing campaigns to drive awareness and tour participation.

TECHNICAL PROFICIENCY

WordPress

Shopify

WooCommerce

Sage Pastel

MS Excel (Advanced)

Mailchimp

Canva

Affinity

CRM Systems

Basic SEO

EDUCATION & TRAINING

Public Relations Certificate | Oxbridge Academy

Professional Selling Skills | Miller Heinman Group

Learning Design - Adult Learning | Economic Sense

Marketing Studies | Tertiary Level (Partial)