

LIEZEL

Executive & Personal Assistant

Cape Town, South Africa

ROOCRUIT

PROFESSIONAL SUMMARY

Dedicated Executive and Personal Assistant with over 10 years of experience supporting senior leaders globally. With a background of 24 years in journalism, public relations, and content writing, I bring exceptional communication skills, proactive problem-solving, and a keen ability to anticipate executive needs. Proficient in Microsoft 365, Google Workspace, and AI integration, I specialize in streamlining operations to ensure leaders remain focused on high-level, people-centric priorities.

KEY SKILLS

Executive Business Support

- Inbox & Complex Calendar Management
- Strategic Document Preparation
- Travel Research & Global Logistics
- Operational Efficiency & SOP Development

Communication & Tech

- Public Relations & Content Writing
- Stakeholder Coordination
- Project Management (Slack, Teams, Zoom)
- AI Workflow Integration

PROFESSIONAL EXPERIENCE

Executive Assistant to the Founders (Remote)**July 2024 – Nov 2024****Boutique UK Law Firm**

- Provided high-level executive support including calendar and intensive inbox management.
- Managed professional email communications and document preparation.
- Conducted travel research and coordinated international bookings.
- Assisted with new starter onboarding and researched cost-competitive business suppliers.
- Facilitated client onboarding and billing processes for founders and fee earners.

Executive Assistant to CEO (Remote)**April 2024 – March 2025****Premium London-Based Retail & Food Enterprise**

- Managed personal and business schedules for the CEO within a fast-paced environment.
- Served as a communication liaison for internal teams and external stakeholders.
- Maintained operational efficiency by streamlining SOPs and building clear workflow systems.
- Facilitated team meetings, prepared agendas, and tracked action items to completion.
- Filled leadership gaps during CEO travel periods to maintain business continuity and momentum.

PR Consultant & Charter Co-ordinator**2021 – 2022****International Luxury Travel & Yachting Firm**

- Authored blog articles and high-conversion website copy.
- Managed sales leads, created bespoke itineraries, and provided client quotes.
- Coordinated luxury charters including menus, amenities, and specialized requests.
- Acted as the primary point of contact for clients throughout the entire lifecycle of their experience.

Freelance Content Writer**2020 – 2024****Self-Employed / Various Industries**

- Researched and produced high-quality content for LinkedIn, newsletters, and social media.
- Provided professional editing and proofreading services to ensure brand consistency.
- Drafted press releases and messaging to support diverse PR campaigns.

Executive Assistant / Chief of Staff**2011 – 2020****Engineering & Manufacturing Solutions Provider**

- Provided strategic and administrative support to the Managing Director to enhance executive capacity.
- Managed office operations, cross-functional team coordination, and internal workflows.
- Oversaw payroll and HR administration, including compliance, leave tracking, and employee records.
- Planned and executed external corporate events and directed promotional activities.

Owner & Managing Director**1997 – 2011****Strategic Communications & PR Agency**

- Founded and led an agency focusing on strategic communication campaigns.
- Managed full-cycle client relationships and successful business development initiatives.
- Oversaw media relations, content creation, and group travel coordination.

Editor / Senior Writer / Reporter**1991 – 1998****Leading Media & Publishing Houses**

- Led editorial direction for regional bureaus, ensuring trade-relevant and engaging content.
- Cultivated relationships with industry stakeholders and government bodies.

- Produced destination features, news reports, and advertising supplements under tight deadlines.

EDUCATION

Payroll & Tax Administration (Short Course) | University of Cape Town (UCT) / GetSmarter | 2013

Executive Advanced Diploma | Birnam Business College | 1991

Copywriting Diploma | AAA School of Advertising | 1993

Journalism Diploma | Birnam Business College

LANGUAGES

- **English:** Fluent
 - **Afrikaans:** Basic
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Professional CV reformatted by RooCruit. References available upon request.