



# KOBIE ABRIE

## Marketing & Operations Coordinator



+2782 560 6488



kobie.abrie@gmail.com

### EDUCATION

#### 90 Day Virtual Assistant

90-day VA

2023

#### NPO Management

Stellenbosch University

Business School

2018

#### Bachelor of Education

Degree | BEd

UNISA South Africa

2009 - 2012

### EXPERTISE

- Project & Programme Coordination
- Executive & Leadership Support
- End-to-End Project Delivery
- CRM Systems
- Tools: Google Workspace, Microsoft Office
- Proposal, SLA & Documentation Preparation
- Quotes & Invoice Administration
- Project Tools: Trello, Slack
- WordPress (content updates and editing)
- Process & Workflow Management
- Social Media: LinkedIn, Facebook (Meta), Instagram
- High Emotional Intelligence & Team Collaboration
- Attention to Detail & Multi-Tasking

### LANGUAGE

- English
- Afrikaans
- Dutch (Professional working proficiency)

### ABOUT ME

I am a highly organised and detail-oriented professional with over ten years' experience supporting projects, leadership teams, and operational workflows. I bring structure, clarity, and accountability to the environments I work in, ensuring that projects are delivered efficiently and that executives are well-supported.

My strengths include managing multiple moving parts simultaneously, anticipating challenges before they escalate, and maintaining strong communication across teams and stakeholders. I am known for my reliability, emotional intelligence, and ability to see initiatives through from start to finish.

I take ownership of my work, delegate effectively where needed, and ensure tasks are completed to a high standard and within agreed timelines.

### WORK EXPERIENCE

#### Sensory Intelligence® Consulting (Remote)

2024 - 2026

##### Client Relations and Operations Manager

- Supported digital marketing initiatives including content preparation, LinkedIn communication, and campaign coordination.
- Managed and updated CRM systems (OnePageCRM), ensuring accurate client data, tracking, and follow-ups.
- Assisted with website content updates and edits using WordPress.
- Coordinated scheduling, communication, and logistics for online workshops and training sessions.
- Managed executive calendar, meeting preparation, and documentation, ensuring accurate records and follow-through.
- Prepared proposals, SLA's, quotations, and invoices, supporting both operational and sales processes.
- Maintained internal systems (Trello, Slack) to ensure task visibility, data accuracy, and team alignment.
- Worked fully remotely, managing tasks independently and ensuring consistent delivery without supervision.

#### Kin Culture

2019 - 2024

##### Programme & Project Manager

- Planned and scheduled social media content across platforms (Facebook, Instagram, LinkedIn, Twitter) to support campaigns such as World Foster Day.
- Led the planning and execution of large-scale annual initiatives, including World Foster Day and national foster care conferences, overseeing projects from concept through to post-event reporting.
- Developed and managed detailed project plans, timelines, task allocations, and stakeholder communication strategies to ensure smooth delivery and accountability.
- Coordinated cross-functional teams, volunteers, suppliers, and external partners, ensuring alignment across all work streams.
- Served as a primary point of contact for foster parents and families, responding to queries, coordinating support, and channelling needs to the appropriate internal teams or service providers.

## **Kin Culture continued...**

- Managed sensitive communication with care and discretion, balancing advocacy, practical support, and organisational capacity.
- Supported senior leadership with strategic planning, progress reporting, and operational oversight across multiple programmes.
- Managed organisational databases, compliance documentation, and reporting systems to ensure accuracy, transparency, and regulatory adherence.
- Collaborated with designers and contributors to ensure consistent messaging and brand alignment across campaigns and events.

## **Kibwe Kids**

**2018**

### **General Management**

- Oversaw day-to-day organisational operations, ensuring alignment between programmes, administration, and financial processes.
- Managed budgeting, expense tracking, petty cash oversight, and financial reporting in collaboration with leadership and stakeholders.
- Coordinated fundraising initiatives and community events from planning through execution, including communication, logistics, and donor engagement.
- Maintained relationships with donors, partners, volunteers, and service providers, serving as a central point of contact.
- Oversaw compliance documentation, reporting requirements, and governance processes to ensure accountability and transparency.
- Developed and maintained administrative systems, filing structures, and internal communication workflows.
- Managed scheduling, meeting coordination, and executive support tasks for organisational leadership.
- Ensured operational continuity during periods of transition and organisational growth.

## **Lohtec Innovations**

**2017 – 2018**

### **Admin and Social Media Management**

- Managed client communication, onboarding processes, and ongoing relationship coordination.
- Developed and maintained content calendars across social media platforms, ensuring consistency and timely delivery.
- Created and scheduled social media content aligned with client branding and campaign objectives.
- Coordinated project timelines, tracked deliverables, and ensured deadlines were met across multiple client accounts.
- Provided administrative support including scheduling, documentation preparation, and internal task tracking.
- Assisted with proposals, reporting, and campaign performance summaries.
- Maintained organised digital filing systems and streamlined internal communication workflows.
- Acted as liaison between clients and internal creative resources to ensure clarity and execution alignment.

## **Shofar**

**2013 – 2016**

### **Admin and Office Management**

- Managed weekly service operations, coordinating logistics, scheduling, and volunteer teams to ensure seamless execution.
- Oversaw project management of recurring events and special initiatives, including planning, task delegation, and follow-through.
- Managed petty cash, expense tracking, and basic financial administration with accuracy and accountability.
- Coordinated volunteer recruitment, scheduling, training, and communication across multiple service teams.
- Supported leadership with calendar management, meeting coordination, and administrative assistance.
- Liaised with suppliers and service providers to manage venue logistics, equipment needs, and procurement.
- Maintained organised filing systems, compliance documentation, and internal communication workflows.
- Identified operational gaps and implemented practical improvements to enhance efficiency and team coordination.

## **REFERENCES**

**Martus Greyvenstein**  
Kin Culture COO

**Phone:** +27 74 101 0659

**Email:** martus@kinculture.org

**Christelle Lochner**  
Lohtec Innovations COO

**Phone:** +27 72 216 2432

**Email:** christelle@lochnernco.com