

01.

PORTFOLIO: EXECUTIVE ASSISTANCE, OPERATIONAL MANAGEMENT & ASSET FINANCE

I am an accomplished professional with extensive experience in executive support, operational management, and asset finance. Over the years, I have built and managed business operations across multiple sectors, including financial services and client support, with a strong focus on efficiency, precision, and service excellence.

My career has been defined by a blend of strategic thinking, organizational insight, and adaptability. I thrive in dynamic environments that require discretion, initiative, and calm problem-solving. Whether managing executive workflows, coordinating teams, or structuring finance solutions, I approach every task with professionalism, clarity, and a drive for results.

I currently provide high-level personal and executive assistance to UK-based clients, ensuring seamless diary and inbox management, maintaining operational flow, and optimizing communication systems to support executive productivity.

02.

CORE COMPETENCIES

- Executive & Personal Assistance – Expert in managing calendars, inboxes, and priorities for senior executives, ensuring organization, time efficiency, and professional representation.
- Operational Management – Strong background in streamlining systems, managing day-to-day processes, and ensuring smooth coordination between departments and teams.
- Asset Finance & Rental Structuring – Experienced in designing flexible financing solutions for equipment and business assets, enhancing cash flow and supporting growth.
- Client Relationship Management – Skilled in maintaining long-term, trust-based relationships through reliability, transparency, and excellent service delivery.
- Strategic Coordination – Effective at aligning resources, improving workflow, and anticipating needs to prevent bottlenecks.
- Administrative Systems & Reporting – Proficient in document management, reporting, compliance preparation, and digital process optimization.

03.

PROFESSIONAL EXPERIENCE

- Serve as the trusted right-hand to senior executives, providing seamless support across all aspects of their professional and personal priorities.
- Manage complex calendars, correspondence, and communications to ensure optimal productivity and decision-making.
- Coordinate high-level meetings, international schedules, and travel, anticipating needs and mitigating potential conflicts.
- Prepare, review, and organize critical documents, reports, and presentations to support strategic initiatives.
- Act as a liaison for internal and external stakeholders, maintaining discretion, confidentiality, and executive presence.
- Streamline workflows and optimize digital systems to enhance efficiency, responsiveness, and executive effectiveness.
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04.

BUSINESS MANAGEMENT

- Provide strategic oversight and direction across multiple business functions to drive growth and performance.
- Lead teams, set priorities, and align resources with organizational objectives.
- Monitor performance metrics and provide insights to support informed decision-making.
- Build and maintain relationships with clients, partners, and stakeholders to strengthen business outcomes.
- Ensure governance, compliance, and adherence to company policies at a high level.

05.

LEADERSHIP & WORK ETHIC

Currently leading finance and operations, optimizing workflows, ensuring compliance, and driving business growth. Managing client and partner relationships, facilitating deals and transactions, streamlining processes, and delivering tailored solutions with the support of CRM systems.

06.

OPERATIONS, PROJECTS & PROCUREMENT

- Workflow & automation architecture: Design and implement end-to-end operational systems, including CRM platforms, automations, and integrated tools to streamline content delivery, client projects, and cross-team operations.
- Process optimisation & scalability: Create structured, repeatable workflows that eliminate bottlenecks, improve efficiency, and enable teams to scale without compromising quality.
- Project & operational oversight: Lead complex projects, supplier onboarding, and multi-functional operations with precision, ensuring alignment with strategic business objectives.
- Resource, budget & tool management: Strategically manage budgets, subscriptions, software, and digital tools to maximise ROI and optimise operational capacity.
- Data-driven insights & continuous improvement: Use analytics, reporting, and workflow monitoring to refine processes, enhance automation, and support strategic decision-making.

07

RISK, COMPLIANCE & DATA PROTECTION

- Ensure compliance with UK GDPR, POPIA, internal controls, and secure data-handling procedures across all business operations.
- Maintain, organize, and manage documents, folders, and records to support operational efficiency and audit readiness.
- Identify risks, update policies, and implement procedures to safeguard sensitive information.
- Oversee secure storage, retrieval, and sharing of digital and physical documents across teams and stakeholders.
- Monitor adherence to compliance standards, ensuring all data processing aligns with regulatory and company requirements.

08.

FINANCE, ACCOUNTING & BOOKKEEPING

- Manage full finance operations including accounts payable/receivable, invoicing, expenses, reconciliations, and financial reporting.
- Prepare and submit quarterly VAT returns (HMRC) while tracking sales, revenue performance, and financial KPIs.
- Reconcile bank and credit card statements, maintain accurate records, and ensure audit readiness.
- Utilize Kashflow and Xero to streamline processes, generate actionable reports, and support strategic decision-making.
- Monitor cash flow, forecast budgets, and manage financial workflows in alignment with operational needs.
- Ensure compliance with internal controls, company policies, and regulatory standards.

09.

MARKETING, WEBSITES & COMMUNICATIONS

- Social media strategy & planning: Develop platform-specific strategies and content calendars aligned with brand goals, ensuring efficient execution and reporting.
- Content creation & management: Produce, curate, edit, schedule, and publish engaging content consistently across multiple platforms to strengthen brand identity.
- Community & engagement management: Respond to comments, messages, and interactions to build relationships and maintain a positive brand presence.
- Paid social & growth marketing: Set up, manage, and optimise paid campaigns to increase reach, engagement, and conversions aligned with marketing objectives.
- Performance tracking & optimisation: Monitor analytics and engagement metrics to refine content, improve ROI, and streamline workflows.
- Cross-platform operational flow: Ensure smooth coordination across campaigns, content delivery, and reporting to maintain consistency and efficiency.

10.

SYSTEMS & TOOLS EXPERIENCE

- Accounting & Finance: Xero, Kashflow, financial portals, internal banking/discounting systems
- CRM & Project Management: Notion, HubSpot, Kajabi, Notion, Assembly & ClickUp
- Productivity & Communication: Google Workspace (Gmail, Calendar, Docs, Sheets), Microsoft Office Suite (Word, Excel, Outlook, PowerPoint), Calendly, Zoom, Teams, Mural
- Web & E-commerce: Wix Studio, website builders, e-commerce systems
- Security & Compliance: VPNs, password managers, ICO/UK GDPR principles

Executive Summary

Virtual Client support

Adhoc clients

2025- 2025 - London, United Kingdom

Currently leading finance and operations, optimizing workflows, ensuring compliance, and driving business growth. Managing client and partner relationships, facilitating transactions, streamlining processes, and delivering tailored solutions to enhance efficiency and operational performance.

Virtual Executive Assistant

Turmeric Group Limited

2021 - 2025 - London, United Kingdom

Provided high-level executive and operations support, overseeing administrative processes, workflow, compliance, financial management, and project coordination. Drove strategic initiatives, optimized operational efficiency, ensured regulatory adherence, and facilitated effective collaboration with teams, stakeholders, and business partners.

Head of Discounting

Custom Capital Finance

2017-2021 - Durban, South Africa

Led a team of analysts and Discounting officers, ensuring compliance, efficient operations, and high-quality transaction processing. Made strategic decisions on pricing, credit classification, and portfolio growth. Maintained client and partner relationships while upholding regulatory and data privacy standards. Optimized operations, mitigated risks, and developed the team.

Head of Discounting

Mercantile Bank

2011-2017 - Durban, South Africa

Lead a team of analysts and Discounting officers, overseeing transaction processing, compliance, and risk management. I made strategic decisions on pricing, credit classification, and complex financial issues, drove contract management and portfolio growth, maintained client and partner relationships, and ensured adherence to regulatory and operational standards while optimizing team performance.

Business Analyst

SGR Finance

2008-2011 - Johannesburg, South Africa

This is where my career began in finance, evaluating credit applications, managing accounts receivable, and ensuring compliance with policies and regulations. I prepared contracts, built client relationships, and focused on efficient processing, risk assessment, and financial performance.

Admin Assistant

Marine & General Insurance

2007-2008 - Durban, South Africa

Liaised with clients and insurance providers to gather documentation, request quotes, and process insurance applications. Assisted clients with policy reinstatements, changes, and general queries, ensuring timely communication and efficient handling of all insurance-related matters.

Admin Assistant

Badenoch and Clark

2005-2006 - London, United Kingdom

Managed front-desk operations and high-volume switchboard, serving as the primary point of contact for clients and candidates. Oversaw appointment scheduling, internet enquiries, and emergency situations, while maintaining company records and handling general office administration, including supply and stationery management.

Secretary

Bespoke ID

2005-2005 - London, United Kingdom

Provided comprehensive administrative support to the Executive, including document preparation and filing, managing correspondence and inboxes, coordinating travel arrangements, and assisting with personal and operational tasks to ensure smooth and efficient workflow.

Vision

To continue providing strategic executive support and operational leadership that empowers businesses and executives to thrive. I aim to build sustainable systems that enable growth, structure, and efficiency – while contributing to organizations that value innovation, trust, and collaboration.