

ANDREA LUUS

PROFILE

I am a results-driven and self-motivated hospitality professional with extensive corporate experience in remote multi-brand operations, sales, reservations, and shared logistics.

I have a proven ability to adapt to diverse customer demographics while consistently delivering exceptional service and supporting business growth. My experience spans hospitality operations, procurement, marketing, finance, administration, and social media support, providing me with a well-rounded understanding of business operations.

I thrive in fast-paced environments, perform effectively under pressure, and maintain a strong focus on accuracy, quality, and continuous improvement. With excellent analytical, communication, and problem-solving skills, I contribute to strategic decision-making through market research, data analysis, and insightful reporting while building positive relationships with customers, colleagues, and stakeholders.

ID NUMBER 7209150103083

MARITAL STATUS MARRIED

DRIVERS LICENSE CODE EB

MATRICULATED WORCESTER HIGH SCHOOL 1991

CONTACT



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PTN 53 New Thorndale
Magaliesburg
1791

LANGUAGES

English
Afrikaans

COMPUTER

MS Word, Excel and Power Point
Photoshop Graphic Design
Illustrator
Corel Draw
Canva



EXPERIENCE

- Remote work - Sales and Reservation bookings
- Procurement
- Marketing and Social Media
- Personal Assistant
- Office Administrator
- Sales, Finance and Advertising
- Front of House, Admin Controller, Marketing & Events
- Security & Maintenance Administrator
- Executive Personal Assistant
- PA to Property Manager & Tenant Liaison
- Tables Administrator
- Events & Banqueting Coordinator
- Marketing Promotions & Events Coordinator
- Admin Controller
- Cash Desk Shift Manager

SKILLS ATTAINED

- Administration
- Advert / Social Media Design
- Banqueting skills
- Budgeting skills
- Cash Handling & Banking
- Compliance & Reporting
- Computer Literacy
- Creative thinking
- Creditors
- Data Capturing
- Diary Management
- Disciplinary Hearings - Chairman
- Disciplinary Hearings - Initiator
- Editor (Hunting Association Newsletter)
- Events Coordination
- Executive & Personal Assistant
- Executive Budget Pack compilation
- Fica Processes
- Marketing & Social Media Exec for Route24 Tourism SA
- Media Interviews
- Payroll
- Photoshop Graphic design
- Presentation Skills
- Procurement
- Promotions
- Quotes & Invoicing
- Radio Interviews
- Reception & Accommodation Bookings
- Sales & Advertising
- Secretary for Magalies Rural Safety SAPS
- Social Media Advertising
- Stock Take
- Strategy Compilation
- Tenant Liaison

COURSES & TRAINING

- Basic Principles of Accounting at Buffalo FET College
- Train the Trainer
- Introduction to Graphic Design
- Microsoft Excel, Word & Power Point
- Basic First Aid & basic Fire Fighting
- FICA training and development
- Broad Based Black Economic Empowerment
- Industrial Relations for Managers
- ER for Managers
- Sage Accounting
- Events Coordination

WORK SUMMARY

- MULTI-BRAND OPERATIONS WICKED CAMPERS, CAMPERVAN VILLAGE & ALLRIDEY Sales and Reservations Coordinator
- MISTY HILLS COUNTRY HOTEL CONFERENCE AND SPA – Procurement Officer
- MAGALIES LIQUOR WHOLESALERS – Creditors Controller
- MEERKAT MOBILE MARKETING – Graphic design and social media advertng (Remote / Part time)
- TRUE SOLAR SOLUTIONS (PTY) LTD – PA, Administration, Marketing & Social Media, Sales, Invoicing (Remote / Part time)
- MEERKAT MOBILE MARKEING – (Remote / Part time / Own Marketing & Social Media Advertising initiative)
- MULLER MULLER ACCOUNTING CC – Office Administration (Part time / Remote)
- IMBABALI RETREAT & VENUE & GREG ROLLINSON PIANOS - Admin Controller, Front of House, Marketing, Sales, Events Coordinator and PA for Greg Rollinson Pianos
- TSOGO SUN SILVERSTAR CASINO – Security & Maintenance Administrator
- TSOGO SUN SILVERSTAR CASINO – Executive PA to Director of Operations & Complex General Manager
- TSOGO SUN SILVERSTAR CASINO – PA to Property Manager (with Tenant Liaison duties)
- TSOGO SUN SILVERSTAR CASINO – Tables Administrator
- TSOGO SUN SILVERSTAR CASINO – Complex Events Coordinator & Banqueting coordination
- TSOGO SUN SILVERSTAR CASINO – Complex Promotions & Events Coordinator
- TSOGO SUN HEMINGWAYS CASINO – Casino Controller
- TSOGO SUN HEMINGWAYS CASINO – Cash Desk Shift Manager
- TSOGO SUN HEMINGWAYS CASINO – Senior Admin Clerk
- TSOGO SUN HEMINGWAYS CASINO – Junior Admin Clerk
- SUN INTERNATIONAL WILD COAST SUN CASINO – Slots Floor Attendant

EMPLOYMENT HISTORY DETAIL

JULY 2026 TO PRESENT - MULTI-BRAND OPERATIONS WICKED CAMPERS, CAMPERVAN VILLAGE & ALLRIDEY Remote Sales and Reservations Coordinator

Responsible for managing multi-brand operations, adapt to different customer demographics, and handle shared logistical systems

Key responsibilities include:

- Managed daily fleet logistics, bookings, and customer service workflows across three distinct vehicle rental brands targeting budget travellers, commercial renters, and road-trippers.
- Streamlined cross-brand fleet allocation, ensuring high vehicle utilisation rates and minimising turnaround times between rentals.
- Coordinated with maintenance and grooming teams to maintain strict safety and presentation standards for a diverse fleet ranging from high end and budget campervans to passenger vehicles.
- Utilised centralised booking software to handle multi-channel customer inquiries, resolving reservation conflicts and processing payments accurately (RCM Rental Car Manager).
- Delivered tailored customer service to diverse demographics, adapting communication styles from the quirky, budget-conscious Wicked Campers clientele to the mainstream Allridey car rental market.
- Maximised depot revenue by upselling rental insurance, vehicle upgrades, and travel accessories across all three brand portfolios.
- Managed the end-to-end check-in and check-out processes and bond processing.
- Handled high-volume phone and email queues, efficiently managing roadside assistance escalations and booking modifications using Live Agent.

SEPTEMBER 2025 TO JUNE 2026 – MISTY HILLS COUNTRY HOTEL CONFERENCE AND SPA – Procurement Officer

Responsible for managing the procurement and stores operations for the hotel group, ensuring cost-effective sourcing of goods and services while maintaining operational efficiency across departments.

Key responsibilities include:

- Managing supplier sourcing and procurement processes
- Maintaining inventory levels for food, beverage, guest amenities and operational supplies
- Coordinating stock control, receiving and issuing procedures
- Conducting regular stock takes with department heads
- Ensuring compliance with internal audit and procurement policies
- Supporting hotel operational departments with purchasing and stock management
- Participating in operational meetings and reporting to senior management

EMPLOYMENT HISTORY DETAIL

NOVEMBER 2023 TO AUGUST 2025 – MAGALIES LIQUOR WHOLSEALERS - Credit Controller

My tasks were creditors control.

JANUARY 2022 TO OCTOBER 2023– MEERKAT MOBILE MARKETING – (REMOTE / PART TIME) Graphic design and Social Media advertising (self employed and part time) My tasks include freelance graphic designing & social media designs.

JANUARY 2022 TO OCTOBER 2023 – TRUE SOLAR SOLUTIONS (PTY) LTD - PA, Administration, Marketing & Social Media, Sales, Invoicing (MOSTLY REMOTE)

- Provided comprehensive personal assistant and administrative support to management.
- Prepared and processed customer quotations and invoices using the Sage Accounting system.
- Performed bank reconciliations, petty cash capturing, and receipt processing to ensure accurate financial records.
- Assisted with sales activities, including client liaison, follow-ups, and customer service.
- Managed and supported marketing initiatives, including social media advertising and promotional campaigns.
- Designed marketing material and social media content to promote solar products and services.
- Maintained organised administrative records and assisted with general office coordination.

FEBRUARY 2022 TO DECEMBER 2022 - (PART TIME & REMOTE) OFFICE ADMIN (PART TIME) AT MULLER MULLER ACCOUNTING CC - Office Administrator

I currently assist with remote work as an office administrator and am in the process of learning how to process Company Registrations. I also assist with filing and archiving of files and general office duties once a week.

DECEMBER 2021 TO JANUARY 2022 - Retrenched due to Covid (PART TIME Social Media Marketing)

Started doing Marketing and social media advertising and making drone videos for advertising purposes.

FEBRUARY 2021 TO DECEMBER 2021 - IMBABALI RETREAT & VENUE / GREG ROLLINSON PIANOS FROM - Admin Controller, Front of House, Marketing, Sales and Events Coordinator & PA to Greg Rollinson

Played a key role in the day-to-day operations of a hospitality venue offering accommodation and events.

Responsibilities included:

- Managing guest bookings and accommodation reservations
- Front-of-house guest service and client liaison
- Coordinating weddings, conferences, and private events
- Managing bar and cottage stock control
- Handling marketing and social media promotion
- Advertising and sales support
- Assisting with venue operations and guest experience management

I also managed the advertising and sales of Greg Rollinson Pianos and assisted with PA duties.

My additional duties also included advertising and social media for the Route 24 Tourism SA forum, of which I served on the Executive Committee, with the Marketing & Social Media portfolio. My responsibility was compiling and presenting the marketing and social media presentation to members on a monthly basis. Other responsibilities included maintenance of the Route 24 Tourism website, responding to any social media enquiries and updating the membership listing and taking minutes at the monthly meeting as well as the Executive meeting. I also designed adverts for each member on a rotational basis. I resigned from the committee end of February 2022.

I also assisted attending meetings and taking minutes for MBTF (the Magaliesburg Business Tourism Forum) on a monthly basis.

EMPLOYMENT HISTORY DETAIL

MAY 2018 TO AUGUST 2019 - TSOGO SUN SILVERSTAR CASINO – Executive Personal Assistant to the Director of Operations & Complex General Manager

Provided executive support to the Director of Operations and General Manager while assisting with operational coordination within a large hospitality and entertainment complex.

Responsibilities included:

- Coordinating executive meetings and operational reporting
- Assisting with budget and strategy presentations
- Coordinating events and hospitality functions
- Supporting operational departments with procurement requests
- Managing executive schedules and travel arrangements
- Assisted in compiling and preparing the quarterly Unit Strategy presentations and reporting packs for the Casino and Hotel, presented to Head Office and the Executive Team.
- Utilized strong design, presentation, and reporting skills to produce professional strategy and Annual Budget presentation packs for senior leadership.
- Compiled and analyzed various confidential reports for the General Manager, including financial packs, income statements, tenant revenue reports, and operational statistics.
- Managed sensitive financial and operational information while ensuring strict confidentiality and accuracy.
- Following a corporate restructuring at Tsgo Sun, where all Executive PAs were retrenched, I was retained and transitioned into an Administrator role, overseeing administrative functions for the Security and Maintenance Departments.

NOVEMBER 2016 TO MAY 2018 - TSOGO SUN SILVERSTAR CASINO PA to the Property Manager & Tenant Liaison – I was moved from Property Management to work for the Director of Operations and Complex General Manager at the request from the GM.

- Performed a wide range of clerical and administrative duties to support the Portfolio Head and HOD team, ensuring smooth daily operations.
- Assisted in monitoring and maintaining property compliance with Occupational Health & Safety (OHS) regulations.
- Acted as the primary liaison for complex tenants, including retailers and restaurants, handling matters related to events, advertising, safety, and security within the complex.
- Compiled and submitted monthly tenant revenue reports and statistical data to the General Manager.
- Produced and distributed the monthly Tenant Communication Newsletter (Tenant Communiqué) and presented updates and key information to tenants on a regular basis.

AUGUST 2016 TO NOVEMBER 2016 - TSOGO SUN SILVERSTAR CASINO - Tables Administrator

My duties as Tables Administrator included administrative tasks such as; payroll, raising purchase orders and ensuring budgets are maintained accordingly.

JANUARY 2016 TO AUGUST 2016 - Resigned due to family commitments, unemployed between Jan 2016 to Aug 2016.

MARCH 2013 TO JANUARY 2016 (thereafter I resigned) - TSOGO SUN SILVERSTAR CASINO

- Complex Events Coordinator & Banqueting Coordination

- Contributed to revenue generation by planning and delivering engaging events that enhanced the overall guest experience and upheld high standards of customer service.
- Responsible for the end-to-end coordination of events, including functions, exhibitions, festivals, and shows hosted at the complex.
- Managed the full event lifecycle, from initial client negotiations, quotations, bookings, and site visits with clients or agents, through to planning, setup, and on-site event execution.
- Coordinated with internal departments and external suppliers to ensure seamless event delivery and operational efficiency.
- Compiled post-event reports and performance evaluations, ensuring accurate documentation and insights for management.
- Developed and implemented strategies focused on enhancing the mind, mood, and entertainment experience across the complex. Responsible for planning and managing event communication schedules, including promotional campaigns, coordination of cardholder ticket discounts, and determining the timing and frequency of social media content, marketing posts, and promotional giveaways to maximise engagement and event attendance.

EMPLOYMENT HISTORY DETAIL

MARCH 2010 TO FEBRUARY 2013 - TSOGO SUN HEMINGWAYS CASINO - Entertainment & Promotions Coordinator

- Relocated from East London to Krugersdorp following my husband's promotion and continued my career within the Tsogo Sun group.
- Delivered high levels of customer service to both patrons and staff while supporting the overall entertainment and promotional strategy of the complex.
- Planned, coordinated, and implemented innovative promotions and events aimed at achieving and exceeding predetermined marketing and revenue objectives.
- Managed and coordinated all on-complex events, ensuring smooth execution and strong customer engagement.
- Established and maintained partnerships with mall retailers, media platforms, and external stakeholders to support promotional activities.
- Secured sponsorships and partnerships for various events and marketing initiatives.
- Managed Mind and Mood communication platforms, including plasma screens and website content, ensuring all promotional and event information was accurate and up to date.
- Designed small-scale point-of-sale (POS) material in-house, reducing external design and printing costs.
- Sourced décor, props, and costumes for themed promotions and events to enhance the customer experience and visual presentation.

AUGUST 2005 TO MARCH 2010 - TSOGO SUN HEMINGWAYS CASINO - CASINO CONTROLLER

- Managed all departmental administrative functions, including preparation of monthly staff schedules, payroll processing, departmental procurement, and HR documentation.
- Accounted for and reconciled all gaming revenue generated from slot machines and gaming tables, compiling monthly journals and financial reports used in the preparation of the casino's income statements.
- Ensured strict compliance with all gaming legislation and company procedures, maintaining accurate financial and operational records in accordance with regulatory requirements.
- Trained and developed administrative staff, providing ongoing guidance to ensure operational efficiency and adherence to internal controls.
- Conducted and chaired disciplinary hearings within the department and, when required, for other departments.
- Maintained oversight of casino financial controls, ensuring accurate recording of revenue, expenses, profits, and operational statistics.
- Proactively pursued career development by completing additional training and shadowing the Marketing Department after hours for six months, leading to a successful transition into a marketing role.

HIGHLIGHTS OF MY CAREER

Key Projects & Strategic Contributions:

- Utilised my financial background to assist the CEO with the preparation of budget presentations and market share reports for submission to Head Office at Hemingways Casino.
- Played a key role as part of the operational team involved in opening three casinos, contributing from the construction phase through to the launch of permanent casino operations, and later participating in redevelopment projects at Silverstar Casino.
- Participated in HOD strategic planning sessions at Hemingways Casino, contributing ideas and strategies alongside senior management to support operational and promotional objectives.
- Was selected by Mike Page (the then Director of Operations & Complex General Manager) to assist with the Hemingways Casino License Re-Bid to the Eastern Cape Gambling and Betting Board. Utilised graphic design skills to develop the presentation materials and assisted in compiling and preparing highly confidential documentation for the license re-bid submission.
- Assisted the Banqueting Department at Silverstar Casino with conference and event coordination, including securing new bookings, meeting with clients to establish requirements, and supervising functions such as conferences, weddings, and corporate events.

OTHER EMPLOYMENT

OTHER CASINO EXPERIENCE:

CASH DESK SHIFT MANAGER

Hemingways Casino Cash Desk - Tsogo Sun
From Aug 2001 to July 2005

CASH DESK SHIFT MANAGER

Emnotweni Casino Cash Desk - Tsogo Sun
From Jan 2001 to July 2001

CASH DESK SUPERVISOR

Emnotweni Casino Cash Desk - Tsogo Sun
From Nov 1998 to Dec 2000

ADMIN CONTROLLER

Emnotweni Casino Admin dept. - Tsogo Sun
From Aug 1997 to Oct 1998

SENIOR ADMIN CLERK

Mmabatho Sun Admin – Sun International
From Jun 1996 to Jul 1997

JUNIOR ADMIN CLERK

Mmabatho Sun Admin – Sun International
From Sep 1995 to Jun 1996

SLOTS FLOOR ATTEDANT

Wild Coast Sun – Sun International
From Apr 1995 to Dec 1995

VOLUNTARY DUTIES & PROJECTS

Additional Leadership, Governance & Marketing Experience:

- Served as Marketing and Social Media Executive Board Member for the Route 24 Tourism Board (Magaliesburg and surrounding areas), responsible for marketing strategy, social media advertising, and graphic design to promote tourism in the region.
- Currently serve as Secretary for the Magaliesburg SAPS Rural Safety Meeting, responsible for taking official minutes and compiling and distributing monthly reports.
- Led the BBBEE alignment process while working in Finance at Hemingways Casino, assisting in improving the unit’s rating from the targeted Level 5 to achieving a Level 4 BBBEE rating.
- Assisted the Hemingways Marketing Department for six months after hours while employed as Casino Controller to gain marketing experience; supported casino promotions, promotional mechanics, and public announcements over the PA system.
- Participated in radio marketing promotions and interviews on Algoa FM (radio station), assisting with on-air promotion of casino campaigns and events.
- Served as Chairperson of the Food & Beverage Committee at Hemingways Casino, ensuring compliance with health and safety regulations and maintaining consistent food quality standards.
- Was a member of the Border Kei Chamber of Business (BKCOB) Operations Committee in East London, attending monthly meetings and assisting with the planning and hosting of business events and functions.
- Served as Editor for the Amatola Hunting & Conservation Association, responsible for designing and producing the monthly member newsletter, as well as coordinating the annual prize-giving event and regular social shooting events.

REFERENCES



- Company worked at:
Referee name:
Designation:
Contact number:

Wicked Campers, Campervan Village and Allridey Car Hire
Karen Ratkze and Mel (Reservations Manager)
Sales and Reservations Team Leader
+61 481 606 805
- Company worked at:
Referee name:
Designation:
Contact number:

Misty Hills Hotel, Conference and Spa
Bonamy Lewis
General Manager
082 932 4580
- Company worked at:
Referee name:
Designation:
Contact number:

Misty Hills Hotel, Conference and Spa
Tony Kipper
Deputy General Manager
079 197 3402
- Company worked at:
Referee name:
Designation:

True Solar Solutions (Pty) Ltd
Kirstie-Linn Meintjes
Director
- Company worked at:
Referee name:
Designation:
Contact number:

Imbabali Retreat and Venue
Catherine Rollinson
Director
071 896 1320
- Company worked at:
Referee name:
Designation:
Contact number:

Tsogo Sun Silverstar Casino
Fouche Viljoen
Former Complex Security & Surveillance Manager
083 229 4918
- Company worked at:
Referee name:
Designation:
Contact number:

Tsogo Sun Silverstar Casino
Anneke Potgieter
Former Director of Operations & Complex General Manager
083 630 4350
- Company worked at:
Referee name:
Designation:
Contact number:

Tsogo Sun Silverstar Casino
Shane Collinson
Former Director of Operations & Complex General Manager
083 626 6359
- Company worked at:
Referee name:
Designation:
Contact number:

Tsogo Sun Hemingways Casino
Mike Page (previous GM of Hemingways Casino)
Director of Operations & General Manager – Montecasino
082 800 8847

VARIOUS ADVERT DESIGNS



Graphic Contributions for the Presentation



PROMOTION INVOLVEMENT

