

Sulette Venter

I am a highly skilled Executive Virtual Assistant with extensive experience across diverse industries, including the wine sector and the FMCG market. My strength in communication, marketing and sales, combined with a creative and results-driven approach, allowing me to add significant value to businesses. I am eager to join your team and leverage my proven track record to drive growth and success.



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Skills and Experience

<p>Technical skills & Software tools</p> <ul style="list-style-type: none"> MS Word & PowerPoint Asana & Trello Slack Canva Basecamp Hootsuite Facebook, Instagram, X (Twitter) LinkedIn ChatGPT 	<p>Professional skills</p> <ul style="list-style-type: none"> General Administration & Organisation Email & Diary Management Research & Data Capturing Documents & Scheduling Travel Management & Booking Proofreading Event Planning Project Management Sales & Cold Calling Lead Prospecting PR & Networking Marketing Customer Service 	<p>Industry Experience</p> <ul style="list-style-type: none"> Administration & Support Services Advertising & Marketing Agriculture & Environmental Services Art & Design Business Management & Consulting Coaching Charities & Social Services Customer Service Education, Family & Parenting Entertainment & Event Management Fashion & Beauty FMCG, Retail & Consumer Goods Hospitality, Leisure & Recreation Pet & Animals PR & Communications Sales Travel & Tourism
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Work Experience

<p>Dec 2021 - Current</p>	<p>Virtual Assistant Outsourcery</p> <ul style="list-style-type: none"> Provided marketing, sales, customer and admin support. Inbox and calendar management. Coordinating Google Drive and Dropbox. Overseeing project management using Asana, Trello and Basecamp. Scheduling social media and content via Hootsuite. Designing posts, blogs, leaflets and newsletters using Canva. Promoting products and services. Liaising with clients, customers, suppliers and accountants. Conducting research for business and personal needs. Arranging meetings and taking minutes. Creating and updating documents, including SOPs and PowerPoint templates. Updating the sales databases and tracking sheets. Supporting with travel arrangements.
<p>Feb 2020 - Mar 2020</p>	<p>Public Relations Account Executive Manley Communications</p> <ul style="list-style-type: none"> Developing and executing client communications and strategies. Attending monthly client meetings. Handling media and client inquiries. Cultivating strong and professional client relationships. Crafting and distributing press releases.
<p>Jul 2019 - Jan 2020</p>	<p>Social Media Manager Manley Communications</p> <ul style="list-style-type: none"> Nurturing client relationships. Pitching and securing new business. Setting up and managing social media accounts. Overseeing social media via Hootsuite. Creating content and executing campaigns. Engaging with social media communities. Managing client accounts and providing monthly reports. Leading monthly strategic client meetings.
<p>Oct 2017 - Jun 2019</p>	<p>Manager AITSA</p> <ul style="list-style-type: none"> Executing business plans, setting targets and monitoring profits. Reporting of sales and expenses regularly. Managing supplier orders, meetings and samples. Overseeing payments and staff management. Training and motivating the team. Handling basic bookkeeping, social media and customer queries.
<p>Jul 2014 - Jul 2016</p>	<p>National Brand Manager Boland Cellar</p> <ul style="list-style-type: none"> Developing and implementing the national sales and marketing plan, including targets, strategies and budget. Collaborating with the Logistics, Admin, Finance and Production departments. Managing regional and national key accounts across various channels (Grocers, Retail, Wholesale and E-Commerce). Overseeing key account activities: sales reviews, strategies, campaigns, pricing, market insights and effectiveness tracking. Leading and supporting sales teams: monitoring performance, communicating targets, conducting reviews and managing incentives. Conducting market research on trends, competition and consumer behaviour. Identifying sales events and assisting with product development, rebranding and campaigns. Implementing route-to-market strategies and pitching for tender opportunities. I was very involved with the new branding that was successfully rolled out. Also assisted in creating a brand-new wine product that was implemented successfully, and I managed to get listings at PnP, Checkers, Makro and Ultra Liquors. This was supported with social media campaigns and in-store activities to ensure sales.
<p>Feb 2009 - Jun 2014</p>	<p>Regional Sales Manager - Southern Provinces Boland Cellar</p> <ul style="list-style-type: none"> Managing sales, budget and key accounts with the regional sales teams and agents in the Western, Southern and Eastern Cape. Leading sales teams to achieve profitability and growth aligned with company goals. Overseeing sales and marketing targets, activities, budgets and controlling expenses to meet objectives. Maintaining client relationships for high satisfaction, repeat sales and new business. Driving sales and marketing performance in assigned markets. Providing timely feedback and maintaining accurate sales and budget records.
<p>Nov 2007 - Jan 2009</p>	<p>Brand Ambassador - Western Cape Boland Cellar</p> <ul style="list-style-type: none"> Managing and collaborating with the distributor's sales teams and agents. Driving sales targets, promotions and team incentives. Building client relationships, providing after-sales service and generating new business. Negotiating deals, shelf space and in-store promotions.
<p>Jul 2006 - Oct 2007</p>	<p>Sales Representative - Western Cape Boland Cellar</p> <ul style="list-style-type: none"> Driving sales targets with the distributor's teams and agents. Building client relationships, providing after-sales service and securing new business. Conducting waiter training, wine consulting, tastings and representing the cellar at wine shows.

Education & Certifications

<p>Digital Public Relations Certificate Digital School of Marketing</p>	<p>Social Media Marketing Certificate Digital School of Marketing</p>	<p>Certificate in Marketing Get Smarter (UCT)</p>	<p>CorelDraw 10 level 1 and 2 courses New Horizons Cape Town</p>
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YES, I WANT TO PROCEED WITH THIS CANDIDATE NO, PLEASE SHARE MORE PROFILES

Client Reviews

Simon Wood

Great work from Sulette. I'm happy with the service provided.

