

Riska Kooiker

Virtual Assistant

I'm an experienced, goal-oriented professional with a solid record in team leadership and people management across diverse environments. Adept at enabling small business owners to achieve their marketing and sales goals, I am recognised for a results-driven approach focused on strategic growth and fostering an engaging, client-centered environment. My commitment to delivering tangible outcomes and building high-performing teams drives my success and empowers those I work with.



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Skills and Experience

Technical skills & Software tools

- ➔ MS Office & G-Suite
- ➔ Xero & QuickBooks
- ➔ Monday.com, Asana & Trello
- ➔ Calendly & RingCentral
- ➔ HubSpot & Pipedrive
- ➔ Mailchimp
- ➔ PeopleHR
- ➔ Slack
- ➔ Canva
- ➔ LinkedIn Sales Navigator
- ➔ Facebook, Instagram & X (Twitter)
- ➔ TikTok, Pinterest & YouTube
- ➔ ChatGPT, Read.AI & Notebook LM
- ➔ WordPress, Squarespace & Wix
- ➔ Shopify & Etsy

Professional skills

- ➔ General Administration & Organisation
- ➔ Documents & Scheduling
- ➔ Email Management
- ➔ Research & Problem Solving
- ➔ Project Management
- ➔ Event Planning
- ➔ Bookkeeping
- ➔ Lead Prospecting
- ➔ Sales & Cold Calling
- ➔ Marketing & Networking
- ➔ Customer Service
- ➔ Ticketing Platforms
- ➔ HR & Recruitment

Industry Experience

- ➔ Administration & Support Services
- ➔ Advertising & Marketing
- ➔ Business Management & Consulting
- ➔ Coaching
- ➔ Charities & Social Services
- ➔ Customer Service & Sales
- ➔ Education
- ➔ Electronics & Technology
- ➔ FMCG, Retail & Consumer Goods
- ➔ Healthcare, Medical, Health & Wellness
- ➔ Property
- ➔ Travel & Tourism

Work Experience

Oct 2018 - Current

Virtual Assistant

Outsourcery

- ➔ Deliver high-level support to executives and business owners by managing schedules, coordinating travel, and streamlining daily operations.
- ➔ Successfully handle sensitive information and provide proactive solutions to improve productivity and maintain seamless operations.
- ➔ Excel in fast-paced settings, adapting quickly to changing priorities and ensuring strategic support alignment.

2011 - 2017

Business Owner & Business Development Consultant

ABC Systems

- ➔ Establishing a customer base in South Africa and Africa.
- ➔ Manage all aspects of business operations, from marketing and sales strategy to client relationship management.
- ➔ Develop digital marketing plans, utilising analytics to drive strategy.
- ➔ Run campaigns on multiple platforms, achieving significant growth in client engagement.

2010 - 2011

Educator

Gems Royal Dubai School

- ➔ Teach primary school curriculum within a British educational system, and develop engaging lesson plans to support diverse learning needs.
- ➔ Coordinate with faculty and parents to ensure each student's success, promoting a supportive and structured classroom environment.

2005 - 2010

Key Account Manager

Philip Morris International

- ➔ Oversee major accounts, focusing on relationship-building, negotiation, and strategic account growth across the Middle East.
- ➔ Develop custom marketing solutions for high-profile clients, exceeding revenue targets and fostering brand loyalty.

1999 - 2005

Assistant Marketing Manager

Philip Morris International

- ➔ Assist in creating and executing marketing strategies tailored to the regional market, focusing on brand awareness and engagement.
- ➔ Analyse market trends to inform strategic decisions, coordinating campaigns and promotions that achieved a 15% growth in brand recognition.

1994 - 1999

Regional Sales Manager

Kimberly-Clark Health-Care Division

- ➔ Lead a regional sales team, setting and surpassing sales targets while fostering a competitive and goal-oriented culture.
- ➔ Manage client relationships, negotiate contracts, and implement training sessions for team members.

Education & Certifications



Diploma in Digital Marketing

Shaw Academy



Bachelor of Commerce (Economics and Business Management)

UNISA



Executive Diploma in Strategic Business Administration and Management

Howard University, Washington DC, USA



Executive Diploma in Management

Wharton School of Business, Pennsylvania, USA

Client Reviews

IBN Solutions

I am working with Riska from Outsourcery. So far it has been a really good experience and she really adds value to our marketing efforts. Thank you!

