

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

<h3>Technical skills & Software tools</h3> <ul style="list-style-type: none"> 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 	<h3>Professional skills</h3> <ul style="list-style-type: none"> 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 	<h3>Industry Experience</h3> <ul style="list-style-type: none"> 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
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Work Experience

<p>Oct 2018 - Current</p>	<h3>Virtual Assistant</h3> <p>Outsourcery</p> <ul style="list-style-type: none"> 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.
<p>2011 - 2017</p>	<h3>Business Owner & Business Development Consultant</h3> <p>ABC Systems</p> <ul style="list-style-type: none"> 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.
<p>2010 - 2011</p>	<h3>Educator</h3> <p>Gems Royal Dubai School</p> <ul style="list-style-type: none"> 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.
<p>2005 - 2010</p>	<h3>Key Account Manager</h3> <p>Philip Morris International</p> <ul style="list-style-type: none"> 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.
<p>1999 - 2005</p>	<h3>Assistant Marketing Manager</h3> <p>Philip Morris International</p> <ul style="list-style-type: none"> 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.
<p>1994 - 1999</p>	<h3>Regional Sales Manager</h3> <p>Kimberly-Clark Health-Care Division</p> <ul style="list-style-type: none"> 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

<p>Diploma in Digital Marketing</p> <p>Shaw Academy</p>	<p>Bachelor of Commerce (Economics and Business Management)</p> <p>UNISA</p>	<p>Executive Diploma in Strategic Business Administration and Management</p> <p>Howard University, Washington DC, USA</p>	<p>Executive Diploma in Management</p> <p>Wharton School of Business, Pennsylvania, USA</p>
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YES, I WANT TO PROCEED WITH THIS CANDIDATE

NO, PLEASE SHARE MORE PROFILES

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!

