

Ivan du Plessis

Virtual Assistant / Operations Support | 📍 Southeast Asia-based | Open to APAC & EMEA Time Zone Roles

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PROFESSIONAL SUMMARY

Highly organized and proactive Virtual Assistant & Remote Customer Support Specialist with experience managing operations, SaaS support, and marketing systems for digital agencies. Skilled in email, chat, and video support, CRM management, workflow optimization, and technical troubleshooting. Adept at maintaining smooth communication across time zones and ensuring client satisfaction. Seeking a remote role to streamline operations, improve productivity, and enhance customer experience.

WORK EXPERIENCE

Digital Biz Leads

Atlanta, GA + Miami, FL

Virtual Assistant / Operations & Marketing Support

Jan 2023 – Present

- Streamlined client communication by managing 200+ emails and chat messages weekly, achieving a 95% on-time response rate and improving customer satisfaction.
- Optimized automation workflows in GoHighLevel and ActiveCampaign, increasing lead engagement by 28% across multiple client campaigns.
- Created SOPs and process documentation for client onboarding and task management, reducing workflow errors by 40% and improving team efficiency.

She Reigns Creative

New York, NY + California, CA

Cold Email Marketing | Lead Generation Specialist

Jul 2022 - Dec 2022

- Managed inbox and appointment scheduling for a sales team handling 10,000+ leads, increasing qualified bookings by 35% in six weeks.
- Monitored campaign deliverability and performance for cold email sequences, improving reply rates from 3% to 5% through strategic testing and optimization.
- Developed internal response templates and FAQ resources, reducing average response time by 40% and enhancing client engagement.

Whatagraph

Vilnius, Europe

Account Executive / Tech Support

Jan 2022 - June 2022

- Delivered 5+ SaaS demos daily to APAC marketing agencies, resulting in a 25% increase in onboarding conversion.
- Resolved 100+ technical support tickets monthly via Zendesk and Intercom, maintaining a 100% customer satisfaction rating.
- Trained new clients on platform features, reducing follow-up support requests by 30% and improving product adoption.

Kitchen Bedroom Gallery (family business)

Johannesburg, South Africa

Sales Manager | Marketing Operations Specialist

Jan 2010- Dec 2021

- Oversaw 10 showrooms and a manufacturing plant, increasing revenue by 25% year-over-year through operational improvements and staff training.
- Implemented customer database segmentation for follow-up campaigns, raising retention by 20% and referral leads by 15%.
- Developed SOPs for sales, manufacturing, and installation teams, reducing errors and increasing efficiency across the business.
- Hired, trained, and managed 30+ staff, ensuring consistent performance and scalability during rapid expansion.

SKILLS & SYSTEMS

- **Operations & Admin:** Email, chat, calendar management, scheduling, inbox management, client communication
- **CRM & Technical Tools:** Salesforce, GoHighLevel, HubSpot, ActiveCampaign, Pipedrive, Zendesk, Intercom, Google Workspace, Microsoft Office
- **Productivity & Collaboration:** Slack, Notion, Trello, Asana, ClickUp, Zapier, Calendly
- **Marketing & Sales Support:** Funnel optimization, campaign tracking, lead management, workflow automation
- **Soft Skills:** Organization • Attention to Detail • Problem-Solving • Proactive Communication • Time Management • Collaboration

CAREER GOAL

To join a results-oriented team as a Virtual Assistant, leveraging my operational, technical, and administrative skills to streamline workflows, improve productivity, and support business growth.