

Charlotte Abaldonado



About me

I am a creative and organised professional, aiming to work towards success. I have over 20 years experience in corporate organisations and small businesses, now I am using my administration and creative skills to help others.

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Drummoyne, NSW

Experience

As an ambitious and dedicated professional with over 20 years experience in the corporate space, I have provided comprehensive administration and operational support, proving to handle working under pressure to deliver results. Backed by superior communication and multitasking capabilities, I excel at providing exceptional organisational, time-management skills and driving optimal online experiences.

I have had several corporate marketing roles which included overseeing company brand guidelines for all external presentations and proposals. One of my roles included many design tasks to create and prepare infographics, sales flyers and ads, proposals, and brochures. I also managed the business social media platforms, creating content and managing weekly social posts. This led me to begin studying graphic design, and start my own small design business in 2023.

Industry Experience

- Retail
- Telecommunications
- Sales
- Accounting
- Professional services - Advisory services
- Consulting
- Graphic Design
- Allied Health Services

Tools & Technologies

- Microsoft Office
- Google Workspace
- Adobe Creative Suite
- Canva
- Wix, Shopify, Wordpress
- Instagram, Facebook, TikTok, LinkedIn
- Splose
- Xero
- Slack

Previous Roles

Virtual Assistant Services, Stellarna Studios

January 2024 to present

- Manage Allied Health client bookings, scheduling and coordination of appointments. Organise systems for tracking client information and managing communications with clients and practitioners. Familiar with confidentiality standards.
- Extensive email and diary management, overseeing email correspondence, prioritizing messages, and responding promptly to inquiries. Capable of handling multiple calendars, coordinating across teams, and adapting to dynamic schedules.
- Graphic design and social media management, creating visually appealing content for marketing. Designing social media content to enhance brand presence.
- Website, blog, and content updates using Shopify. Experience with blog post formatting, SEO optimization
- Event management and logistics, planning and executing events. Venue bookings, travel arrangements, catering, and attendee communications. Managing budgets, timelines, and vendor relationships
- Manage a small offshore social media and marketing team, ensuring alignment with marketing goals and conducting performance analysis to drive continuous improvement
- Oversaw financial budgets, managed accounts payable and receivable, and proactively followed up on overdue payments to ensure accurate and timely financial operations.

Director & Graphic Designer, Stellarna Studios

January 2023 to present

- Design and develop concepts for small businesses and individual clients
- Collaborate with clients and design creative briefs for design requirements
 - Logos, branding, printed collateral, social media designs & websites
- Assisted clients in enhancing brand awareness through strategic rebranding initiatives, focusing on targeting niche markets to drive increased revenue growth
- Manage and execute branding design elements using fundamental design principles
- Redesign and prepared print materials for publication in international magazines, ensuring high-quality presentation and adherence to branding standards
- Develop websites featuring online stores and training courses, introducing new business functionalities to boost revenue and enhance brand awareness
- Collaborate with clients to create engaging content for Facebook ads, optimizing campaigns to enhance audience engagement and drive results
- Support clients in launching a start-up business by designing a professional website and creating customized Etsy listings, contributing to increased sales and business growth
- Utilise business expertise and technical skills to design and implement online forms, streamlining workflows and improving organizational structure
- Work alongside suppliers to ensure quality, specifications and deadlines are met.

Business Support Manager, ABBA Group Business Brokers

December 2019 to July 2022

- Coordinate the daily operations and business activity
- Manage client contracts and agreements
- Accounts receivable and payable
- Prepare and coordinate business settlements
- Manage the business CRM
- Upload and manage daily listings online
- Marketing and social media management
 - Design and manage weekly social media content
- Create and manage sales marketing campaigns
- Identify areas in needs of improvement and implement change
- Monthly sales and finance reporting

Executive Assistant, LB Advisory - Tax and Consulting Firm

December 2018 to December 2019

- Coordinate diary management
- Domestic travel coordination
- Coordinate learning and development activities
- Assist with preparation of client documentation for annual compliance and tax
- Weekly Xero reporting
- Annual statements and company ASIC invoices

Personal Assistant, Sullivans Accounting

February 2018 to December 2018 (Temp Contract)

- **Main purpose of role:** Implement and document systems and procedure updates
- Daily email and calendar management
- Assist preparation of client tax documents
- Weekly MYOB reporting
- Annual statements and company ASIC invoices

Executive Assistant, Challenger Limited

May 2011 to February 2018

- Extensive diary and email management for GM of Marketing, and Chairman of Retirement Incomes
- Extensive Domestic travel coordination for the Chairman
- Review and design all external proposals and presentations inline with company brand guidelines
- Main point of contact for external suppliers/clients
- Relationship Manager for external marketing studio Immij (\$1m contract)
- Assist Marketing team with media management and ensuring deadlines are met for TV ad campaign activities
- Upload and manage social media platform for the companies LinkedIn profile
- Coordinate and assist with National conferences and events
- Expense management and tracking for all brand campaign and trade budgets

Office Manager & Sales Associate, Uecomm/Optus Business

January 2007 - May 2011

- Extensive travel, email and diary management for the General Manager of NSW Sales and Marketing, and 2 Sales Managers
- Project Management: Integration lead for NSW Uecomm office and Optus
- Monitor and maintain monthly Opex and reconcile Sales Managers expenses
- Database management
- Compilation of weekly sales reports
- Maintain office supplies, IT requirements and coordinate maintenance issues
- Lead a Sales team through a departmental integration restructure
- Developed new reporting mechanisms to assist in individual sales reporting
- Developed new invoicing system to suit business requirements

Store Manager, Mollini, Figgins Holdings

August 2004 - January 2007

- Maximising profitability and setting/meeting sales targets
- Recruit and train staff, supervising and motivate with integrity and honesty
- Complete weekly rosters for 1 full time and 3 casual staff members
- Work with the merchandise team for monthly update
- Clean and replenish store daily
- Handle all sales enquiries and customer complaints

Assistant, Clever Colour & Design - Interior Design Firm

February 2000 - December 2002

- Answer and transfer incoming calls
- Data entry and organisation
- Assist Director preparing design briefs for clients
- Accounts payable and receivable

Education

Academy Xi

Graphic Design Elevate

- 6 month self paced course (completed in 4 months)
- TAFE Cert III & Cert IV Business Administration

Short courses

- Watercolour
- Photography
- Social media management
- Ballarat graphic design short course

Skills

- Strong organisation and communication skills
- Experience working with dynamic fast paced teams
- Leadership and initiative
- Ability to meet critical deadlines
- Dealing with matters using integrity and trust
- Ability to multitask and prioritise workload
- Adaptability and flexibility
- Problem solver
- Strong work ethic and dependability