

Shelly Stone

Virtual Assistant

I am a passionate and results-driven businesswoman with over 10 years of experience in leading high-performing sales teams and driving revenue growth across multiple industries. I am passionate about building lasting client relationships, crafting data-informed strategies, and exceeding sales targets. With a strong focus on customer satisfaction and market expansion, I combine an analytical approach with hands-on leadership to inspire my team, enhance productivity, and achieve sustainable success. Recognised for my commitment to excellence, I excel in dynamic environments where innovation and strategic vision are essential to achieving ambitious goals.



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Skills and Experience

Technical skills & Software tools

- Microsoft Office & G-Suite
- Sage & Pastel
- Canva
- Email Marketing

Professional skills

- General Administration & Organisation
- Documents and Scheduling
- Sales & Cold Calling
- Lead Prospecting
- Networking
- Customer Service
- System Implementation

Industry Experience

- Electronics & Technology
- FMCG, Retail & Consumer Goods
- Industrial & Manufacturing
- Education
- Hospitality

Work Experience

Jun 2025 - Present

Virtual Assistant

Outsourcery

- Providing tailored virtual assistance to businesses in the UK markets.

Jun 2024 - Jun 2025

New Business Development Consultant

Rack-IT SA

- Market research and analysis.
- Strategic planning.
- Lead generation and networking.
- Website development.
- Marketing strategy and execution.
- Client relationship management.
- Performance tracking and reporting.
- Collaboration and team support.

Apr 2016 - Jun 2024

Managing Director and Owner

Zokulex

- Strategic leadership and vision.
- Operational oversight.
- Financial management.
- Team leadership and development.
- Business development and growth initiatives.
- Performance monitoring and reporting.
- Innovation and continuous improvement.

Sep 2013 - Apr 2016

Research Consultant

Projects IQ

- Research planning and strategy development.
- Data collection and analysis.
- Reporting and insight generation.
- Project management.
- Market and industry analysis.
- Quality control and data integrity.
- Innovation and continuous improvement.

Jan 2008 - Jun 2013

Internal Sales

Barlec Zenith Electrical/ First rack Solutions

- Lead generation and qualification.
- Customer relationship management.
- Sales support.
- Order processing and management.
- Product knowledge and customer education.
- Sales target achievement.
- Customer follow-up and retention.
- CRM and data management.
- Reporting and feedback.
- Problem-solving and conflict resolution.
- Sales strategy support.

Jan 2005 - Dec 2007

Pre-school Grade R Teacher and Department Manager

Little Bean Early Learning Centre

- Creating a safe and stimulating environment.
- Developing and implementing lesson plans.
- Teaching basic skills and concepts.
- Promoting social and emotional development.
- Observing and assessing student progress.
- Building strong relationships with families.
- Encouraging positive behaviour and social skills.
- Incorporating arts, music, and physical activity into the curriculum.
- Supporting children's independence.
- Collaborating with colleagues and staff.
- Upholding health and safety standards.
- Engaging in continuous professional development.

Oct 2003 - Aug 2004

Server, Hostess, and Receptionist

HuntersRun Country Club / Inwood Country Club

- Greeting and seating guests.
- Taking orders and serving food and beverages.
- Menu knowledge and recommendations.
- Upselling and suggesting pairings.
- Ensuring guest satisfaction.
- Handling payments.
- Table maintenance and cleaning.
- Adhering to health and safety standards.
- Collaborating with team members.

Education & Certifications



Certificate in Early Childhood Development

Melville Child Care College

