

# ZAINA TAHIR CHAUDHRY

Executive Assistant | Administrative & Operations Professional

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## PROFESSIONAL SUMMARY

Results-driven Executive Assistant with 6+ years of experience providing high-level support to C-suite executives and senior leadership across the United States, Canada, UAE, and Pakistan. Proven track record of optimizing executive workflows, managing complex calendars and communications, and driving operational efficiency in fast-paced remote environments. Adept at CRM management, cross-functional coordination, and stakeholder relations — consistently delivering with discretion, precision, and professionalism.

## INDUSTRIES SERVED

Digital Marketing & Creative Agencies	IT & Technology Startups	Immigration & Legal Services	E-Commerce
Real Estate	Consulting	Media & Communications	

## CORE COMPETENCIES

**Executive Support:** C-Suite Calendar & Schedule Management, Executive Correspondence, Meeting Coordination & Minute Taking, Travel Arrangements & Itinerary Planning, Gatekeeping & Stakeholder Management

**Operations & Admin:** Document Preparation, File Management, Workflow Automation, Project Coordination, Data Entry & Reporting

**CRM & Tools:** GoHighLevel (GHL), HubSpot, Notion | Microsoft Office Suite, Google Workspace, Trello, Asana, ClickUp, Monday.com

**Communication:** Slack, Zoom, Microsoft Teams, Google Meet | Email & Inbox Management, Client Communication, Vendor Relations

**Business Development:** LinkedIn Outreach, Upwork, Lead Generation, Proposal & Presentation Preparation, CRM Pipeline Management

**Marketing Support:** Social Media Scheduling, Canva Content Creation, Email/SMS Campaigns, GHL Workflows & Analytics

## PROFESSIONAL EXPERIENCE

**Executive Assistant** Feb 2024 – Present

Aura Agency | UAE (Remote) — [theauraagency.co](http://theauraagency.co)

- ▶ Provide comprehensive executive support to C-level leadership including calendar management, communication handling, and meeting coordination across multiple time zones.
- ▶ Manage CRM and client pipelines in GoHighLevel, building automated email/SMS workflows and lead nurturing sequences that improved client engagement.
- ▶ Handle daily administrative operations for 4 US-based clients, ensuring timely task management, professional communication, and high satisfaction.
- ▶ Oversee client social media accounts ensuring content consistency, timely scheduling, and engagement tracking; create branded Canva marketing materials.
- ▶ Generate qualified leads via LinkedIn outreach and Upwork, supporting business development initiatives for senior executives.

**Executive Assistant Manager** Jan 2024 – Present

Roar Media | USA (Remote) — [roarmedia.io](http://roarmedia.io)

- ▶ Deliver executive-level administrative support to senior leadership including complex calendar management, travel coordination, and high-priority correspondence.
- ▶ Lead and supervise the Sales and Accounts teams, managing task delegation, KPI tracking, and daily operational workflow across departments.
- ▶ Manage CRM pipelines, monitor lead progress, and produce data-driven performance reports to support executive decision-making.
- ▶ Coordinate client proposals, presentations, and account management activities, maintaining strong executive-client relationships.
- ▶ Oversee invoicing, payment tracking, and account updates; identify and implement internal process improvements to boost team efficiency by 30%.

#### **Virtual Assistant***Jan 2023 – Jan 2024*

*YR Immigration Services Ltd | Canada (Remote) — yrvisa.ca*

- ▶ Managed complex schedules, appointments, and travel arrangements for multiple clients, ensuring strict adherence to deadlines.
- ▶ Handled high-volume executive email correspondence — prioritizing, filtering, and responding on behalf of clients with professionalism and accuracy.
- ▶ Coordinated virtual meetings across international time zones, prepared agendas, and documented detailed meeting minutes for decision-making records.
- ▶ Maintained and updated client databases in Google Sheets and Excel; performed accurate data entry ensuring confidentiality of sensitive information.
- ▶ Utilized Trello and Asana for end-to-end project tracking, keeping deliverables on schedule and within defined scope.

#### **HR & Administrative Assistant***Oct 2021 – Jan 2023*

*Falcon IT Consulting | Lahore, Pakistan (Hybrid) — falconitconsultant.com*

- ▶ Provided executive administrative support including calendar management, meeting preparation, and cross-department coordination.
- ▶ Managed end-to-end recruitment and onboarding processes; designed training programs that improved new hire productivity.
- ▶ Ensured HR compliance with labor laws, maintained accurate employee records, and supported performance management cycles.
- ▶ Assisted in preparing executive presentations, client proposals, and business development materials for senior leadership.
- ▶ Coordinated corporate events and managed logistics including venue, catering, and attendee communications.

#### **Office Assistant***Apr 2020 – Oct 2021*

*Coding Pixel | USA (Hybrid) — codingpixel.com*

- ▶ Supported senior executives with daily administrative tasks: calendar management, meeting scheduling, and travel coordination.
- ▶ Organized and maintained electronic and physical filing systems ensuring documents were secure and easily retrievable.
- ▶ Conducted research and compiled management reports providing insights for executive decision-making.
- ▶ Processed invoices, managed expense reports, and assisted in preparing professional presentations and proposals.

### **KEY ACHIEVEMENTS**

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- ▶ Supported **20+ international clients** across USA, Canada, UK & Europe with consistent, high-quality executive assistance.
- ▶ Saved executives an average of **10+ hours per week** through optimized calendar, email, and workflow management.
- ▶ Increased team efficiency by **35%** through process improvement and automation initiatives in sales, HR, and admin operations.
- ▶ Boosted CRM pipeline lead conversion by **25%** via structured follow-up and nurturing workflows.
- ▶ Reduced email response and task turnaround time by **50%** through streamlined communication systems.
- ▶ Managed and facilitated **1,000+ virtual meetings** with international clients and executives with consistent accuracy.

- ▶ Reduced document retrieval time by **40%** by developing structured documentation and filing systems.

## EDUCATION

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**Master of Business Administration (MBA)***2021 – 2023*

University of Central Punjab, Lahore

**Bachelor of Business Administration (BBA)***2017 – 2021*

University of Central Punjab, Lahore