



FRANCES LAKATOO

VIRTUAL ASSOCIATE

CONTACT INFORMATION



An experienced, customer-focused professional with strong communications skills.

Results-oriented and highly adaptable having worked across a range of sectors including NGOs, government, start-ups & professional services in Trinidad and the UK.

My core areas are Customer Service, Administrative Support & Marketing Coordination

SPECIALIZATIONS

- Customer Service
- Administrative Support
- Account Management
- Marketing Coordination

WORK EXPERIENCE

2007 - 2021

Personal Assistant & Communications Officer attached to the Mayor's Office; responsible for calendar management, correspondence, email management, media relations, and social media management

Account manager responsible for writing creative briefs and direction to graphics designers, apps and games developers, video production staff, and website programmers

Secretariat Officer providing administrative support to the planning and execution of the four-day IPI Congress in Trinidad which hosted 300 journalists from 90 countries

Marketing & Events Assistant responsible for the production of marketing collateral & administrative tasks involved in events & invitation management for FTSE 500 clients. Principal contact point for firm's PR agencies, creative agencies, and industry publications to execute marketing campaigns.

EDUCATION BACKGROUND

CHARTERED INSTITUTE OF MARKETING (UK)

CERTIFICATE IN MARKETING

ARTHUR LOK JACK GRADUATE SCHOOL OF BUSINESS

PROFESSIONAL EDUCATION - SPEECH WRITING, MEDIA RELATIONS, STRATEGIC CORPORATE COMMUNICATIONS