

ANJALI D'SYLVA

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PROFESSIONAL SUMMARY

Executive Assistant with 17 years of proven experience driving executive effectiveness, organizational efficiency across global MNCs, technology firms, and high-growth companies. Recognized as the operational anchor and trusted right hand to C-suite leaders, I specialize in translating strategic vision into executable plans, optimizing processes, aligning priorities, and enabling leaders to focus on high value outcomes.

WORK HISTORY

Independent Contractor 08/2025 - Present

Fractional Chief of Staff operator & Leadership EA – United States (Remote)

- Operational, Administrative & Recruitment Operations: Provided high-precision executive support by managing calendars, inboxes, scheduling, meeting preparation, recruitment coordination, and end-to-end operational workflows across clients, partners, and internal teams.
- Financial Admin & Bookkeeping: Oversaw expense tracking, invoicing, light financial reporting, and year-end documentation using QuickBooks Online to maintain clear cash-flow visibility and financial hygiene.
- Content, Communications & Marketing Support: Enabled consistent brand presence by supporting content creation, formatting decks and documents, managing outreach to platforms and events, and organizing brand assets in Canva.
- Research & Business Development Support: Drive growth initiatives by researching new programs and partners, tracking pipelines and follow-ups in Trello, and translating idea backlogs into clear, actionable project plans aligned with strategic priorities.

Business Operations Manager 04/2025 - 08/2025

The Good Food Group Ltd. – United Kingdom (Remote)

The Good Food Group is a multi-brand supplier into retail specializing in health and wellness brands.

- Supported the CEO in driving organizational priorities, aligning leadership agendas with OKRs, monitoring KPIs, and coordinating reporting, leadership forums, and investor reviews. Partnered across Operations, HR, IT, Admin, and Communications to ensure enterprise-wide initiatives were executed seamlessly and on schedule.
- Served as a trusted advisor and operational right hand to the CEO, managing a complex international calendar, high-level correspondence, and confidential communications with discretion.
- Oversaw international travel logistics and leadership engagements, arranging itineraries, briefing packs, and event coordination.
- Enabled business development by conducting market research, leading CRM-driven outreach campaigns, and co-developing persuasive sales presentations that strengthened pipeline visibility. Designed and launched a Brand Success Tracker, providing structured dashboards to capture wins, KPIs, and milestones, which elevated reporting standards and improved client storytelling.
- Redesigned client communication frameworks and newsletters, introducing a streamlined cadence and segmentation model that improved engagement, enhanced satisfaction, and increased visibility of project milestones. Analyzed CRM and sales data to uncover growth opportunities, tracked lead conversions, and delivered actionable insights that shaped campaign strategy and informed executive decision-making.
- Drove process improvement by creating SOPs, scalable workflows, and operational trackers that improved efficiency across sales operations, client communications, and cross-functional collaboration. Managed trackers for distribution, promotions, and campaign performance to ensure accuracy and alignment across channels. Consolidated and presented brand updates for monthly leadership calls, synthesizing performance data and pipeline insights to guide commercial and promotional activity.

Online Business Manager, 06/2022 - 12/2024

Wishup Technology Pvt. Ltd. – United States (Remote)

Tech-enabled virtual assistant platform providing pre-vetted, highly trained assistants to professionals and businesses.

- Partnered with C-suite leadership across tech, education and media to drive organizational priorities and cross-functional execution across Operations, HR, IT, Admin, and Corporate Communications, ensuring enterprise-wide initiatives were delivered on time and to standard.
- Acted as a strategic advisor and force multiplier to the CEO, managing complex calendars, emails, and communications with precision, while preparing board-ready materials, investor presentations, and stakeholder reports.
- Coordinated international travel logistics and high-level meetings and events.
- Optimized business development processes by leveraging CRM systems to streamline pipelines, strengthen client communications, and enable data-driven commercial decision-making. Introduced scalable workflows, SOPs, and reporting dashboards that enhanced efficiency, reduced bottlenecks, and improved accountability across teams.
- Served as a trusted liaison between the CEO, internal teams, and external partners, building strong relationships to ensure seamless collaboration. Anticipated executive needs and proactively streamlined workflows, enabling the CEO to focus on strategic priorities while ensuring organizational alignment and execution excellence.

E-Billing Specialist, 03/2021 - 06/2022

Frontline Managed Services – United States (Remote)

Global managed services provider of revenue cycle and IT solutions for law firms and professional services organizations.

- Set up and maintained client accounts, vendor sites, and timekeeper details within designated e-Billing software, ensuring the accuracy of new and ongoing invoices, budgets, and rates
- Submitted electronic invoices, tracked their status from submission to acceptance, and resolved rejections, documenting issues and solutions to ensure successful submissions
- Coordinated with timekeepers, attorneys, and billing/collections teams to resolve residual balances, either facilitating repayment or implementing write-offs, while continuously improving submission processes
- Verified the accuracy of accounts payable payments, resulting in a 100% reduction in payment errors and check reissues.

Digital Marketing, 04/2018 - 04/2020

Freelance – India (Remote)

- Developed and executed market strategies, driving growth for startups by conducting competitor analysis and positioning brands for success in the digital space
- Created compelling content for multiple platforms and managed social media channel distribution to enhance brand presence, engagement, and customer acquisition
- Oversaw end-to-end content creation and management, including posts, schedules, and website product listings, for brands like Tratoli Tours Pvt. Ltd., Plop Chat Stories, Pratt London, and Happy Soul Magicians of Wellness

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- For Happy Soul, I managed website product quality control, backend product listings, streamlined email ID mapping, daily glitch fixes, and integrated Freshdesk for ticket management.
- Utilized effective digital marketing methods to increase sales by 70%.
- Led 5-person cross-departmental staff to develop and execute all digital and social marketing initiatives.

Senior Process Manager, 07/2017 - 03/2018

eClerx Services Limited – Mumbai, India

Global providers of business process management, data analytics, and automation solutions for Fortune 2000 companies across financial services, retail, tech, and media.

- Managed scheduling, calendars, travel arrangements, and press engagements for the Executive Director.
- Coordinated board meetings, client relationships, and events, ensuring seamless operations and adherence to organizational standards.
- Directed office design and setup, facility maintenance, annual budgeting, vendor contracts, and procurement.
- Supervised housekeeping, security, pantry, and front-office operations, including fire safety protocols and key management.
- Organized internal and external events, client conferences, and cultural celebrations, managing décor, menu planning, and overall arrangements to create memorable experiences.
- Handled annual maintenance contracts, vendor negotiations, petty cash, invoice processing, and expense reporting to ensure cost efficiency and compliance.
- Streamlined onboarding/offboarding processes while training and grooming housekeeping and pantry staff to maintain professional excellence.

Assistant Manager to the Chief Commercial Officer, 08/2016 - 06/2017

Jet Airways (India) Ltd. – Mumbai, India

Major Indian full-service airline with domestic and international operations.

- Managed all aspects of the CCO's office operations, including calendar management, email and correspondence handling, appointment scheduling, and acting as the primary point of contact between the CCO and internal/external stakeholders
- Served as the central liaison for departments reporting to the CCO, such as Sales, Marketing, Revenue Management, Guest Experience, and Airport Services, ensuring seamless communication and collaboration
- Tracked and ensured the timely completion of Commercial and Ancillary projects, reviewed business cases and contracts, and worked closely with departments to drive project closures and operational efficiency
- Compiled and analyzed departmental reports, created actionable summary sheets for the CCO, and supported executive presentations, research, and CEO-level reporting
- Organized team and business review meetings, managed conference and seminar participation, and coordinated travel, visa, and logistics arrangements for the CCO and key team members
- Streamlined operations by leading initiatives such as automating vendor ticket issuance through the Jet Airways Travel Portal, improving efficiency and service delivery
- Used industry expertise, customer service skills, and analytical nature to resolve customer concerns and promote loyalty.

Executive Assistant, 09/2010 - 08/2016

Kohlberg Kravis Roberts & Co. – Mumbai, India

Leading global investment firm specializing in private equity and alternative asset management.

- Provided comprehensive administrative support, managing complex schedules, meetings, and daily office operations to ensure seamless functioning.
- Managing a complex international calendar, high-level correspondence, and confidential communications with discretion.
- Coordinated domestic and international travel, including itinerary creation, visas, and travel insurance, processed expense claims and corporate card reconciliations
- Facilitated communication with clients, bankers, and senior visitors while negotiating with vendors and ensuring timely payments for office and event needs
- Assisted in recruitment of senior to junior executives and general staff
- Organized board meetings, prepared reports, maintained records, and ensured compliance with company policies
- Prepared data and ratings reports using platforms like Thompson One, Mergermarket, and CLSA, handling sensitive information with discretion
- Oversaw office events, F&B arrangements, and implemented AMCs, optimizing vendor contracts for cost-efficiency

Sales Associate, 02/2009 - 09/2010

Estée Lauder Companies – Mumbai, India

Global leader in luxury beauty, offering prestige cosmetics, skincare, fragrance, and retail experiences to consumers worldwide.

- Delivered exceptional client consultations and managed inventory control, ensuring smooth operations while consistently achieving monthly sales targets
- Efficiently processed sales transactions using Point-of-Sale systems, maintaining accuracy in cash handling, daily reconciliation, and reporting

Cabin Crew, 03/2006 - 03/2008

Gulf Air Co. G.S.C. – Manama, Kingdom of Bahrain

Flag carrier airline of Bahrain with a regional and global network.

- Trained in Advanced First Aid, Aircraft Safety, Security, and Technical Operations across Gulf Air's Boeing 767, Airbus A320, A330, and A340 fleets (DGCA Oman certified), as well as XL Airways' Boeing 737 fleet, ensuring compliance with safety and aviation standards
- Delivered exceptional in-flight service in Economy and Premium Business Class cabins on international and domestic routes, providing customer care to passengers of diverse nationalities and resolving issues efficiently to uphold company standards

EDUCATION

Bachelor of Mass Media: 07/2005

University of Mumbai – Mumbai.

First Class Honors

Senior Secondary Certificate: 08/2000

St. Joseph's Convent High School - Mumbai

SAAS TOOLS

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Google Workspace, Microsoft 365, FreshBooks, QuickBooks, Concur, Razor Pay, Zapier, Notion, Zoho, Clickup, Asana, Keap, Wrike, Salesforce, Klaviyo, Gusto, Docusign, HelloSign, Monday.com, Indeed, ZipRecruiter, TestGorilla,

PandaDoc, Outreach.io, Shopify, Squarespace, Wix, WordPress, Freshdesk, Canva, Zapier, Hootsuite, RocketReach, Trello, Apollo.io., Slack, Teams, Asana, Mailchimp, HubSpot, Airtable, LinkedIn for Business, AI & Automation Tools.