

# Ayekpa Anne-Laetitia Niaba

## EXECUTIVE ASSISTANT

Seasoned 8+ year Executive Assistant with three years of experience supporting C-suite executives, including the CEO at Eurostar Ltd. Proficient in diary management, event coordination, travel organization, meeting planning, communication, and marketing. Skilled in executing communication strategies, managing internal and external events, and amplifying brand visibility. Previously worked at Board level assisting at Patrick Join (Design firm), Time Warner, Total Energie and the British Embassy in Paris. More recently, worked as a Personal Assistant for Beyoncé's Head of Tour Operations.

### KEY COMPETENCIES

Diary Management	Communication	Minutes taking
Travel Organisation	Event Management	Internal & External Communication
Meeting Organisation	Marketing	Content Creation

### PROFESSIONAL EXPERIENCE

#### Groupe Société Générale

##### Marketing & Communications Executive

Jan 2021 - Jun 2024

- Office management duties: Minutes taking, Diary management, Travel and Event coordination, Report drafting, Scheduling and Inboxes management of the CEO and board members.
- Developed and executed communication plans for Groupe Société Générale's Real Estates division, enhancing brand visibility and engagement.
- Provided strategic consultancy on CSR and real estate strategy, driving informed decision-making and optimizing business outcomes.
- Managed events and activities with meticulous attention to detail, ensuring seamless execution and positive attendee experiences.
- Directed artistic direction for visual content production, delivering compelling narratives and key messages.
- Demonstrated strong copywriting skills, crafting engaging articles to amplify brand messaging and stakeholder engagement.
- Produced digital content for internal and external channels, effectively conveying corporate messaging and engaging target audiences.

#### Personal Assistant/Project Coordinator

Sep 2020 - Jan 2024

#### The Umoja Sound

- Diary Management, Meeting coordination, Travel bookings, Project Management, Minute Taking, and Personal Duties for Beyoncé's Head of Tour Operations.

#### Community Manager

#### Lock In LDN

May 2017 - Dec 2020

- Cultivated a vibrant online community for Lock'In LDN, a music page on Instagram, enhancing engagement and brand presence over three years.

#### Eurostar Ltd

##### UK Stations Internal Communication and Engagement Executive

Mar 2015 - Dec 2020

- Represented Eurostar at professional trade shows and led B2B campaigns to promote the business and acquire high-end clientele, contributing to revenue growth and market expansion.
- Led event management efforts for all UK stations, overseeing the planning, execution, and evaluation of various events, including a British Bake Off and seasonal celebrations, to foster customer loyalty and enhance brand reputation.
- Developed engaging content for internal and external communications channels, including briefings, intranet, newsletters, and articles in Metropolitan magazine

#### Eurostar Ltd

Apr 2012- Mar 2015

##### Bilingual Executive Assistant

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|--|---|
| • Welcomed clients and suppliers               | • Telephone switchboard handling                      |
| • Report writing                               | • Translation and processing of documents             |
| • Agenda management and appointment scheduling | • Participation in meetings with foreign counterparts |
| • Business travel organization                 | • Meeting preparation and organization                |

### EDUCATION

#### London Metropolitan University

MA Marketing

#### London Metropolitan University

BA Events Management & Music and Media Management

#### Visiplus Academy

Professional course: Community Management and Digital Brand Content -

Launching a Successful Marketing Strategy Online and on Social Media