





# Ashleigh Benater

## CONTACT

 +44 7379 070879  
 ash\_benater@hotmail.com  
 East Sussex  
 www.ashleighbenater.com

## EDUCATION

### Full-Stack Developer Traineeship

*IT Career Switch*  
London, UK  
2023 - 2024

### Agile & Scrum Training

*Online*  
2021

### Diploma of Counselling

*Open Colleges*  
Sydney, Australia  
2018 - 2020

### Executive Business Diploma

*June Dally-Watkins Business  
Finishing College*  
Sydney, Australia  
Jan-Dec 2008

## CERTIFICATES

### Certificate III of Aviation

*Regional Express Holdings Ltd.*  
Mascot, Australia  
2013

### Certificate III and IV in Fitness

**AIF Aqua Instructor**  
**AIF Group X Instructor**  
**Punch Fit Trainer**  
**Cycle Excel Level 1 & 2**  
*Australian Institute of Fitness*  
St Leonards, Australia  
2010 - 2011

## PROFILE

A highly organised, loyal and dedicated self-starter and quick and eager learner. Outstanding interpersonal, negotiation and mediation skills. Praised and awarded for excellence in customer service.

## WORK EXPERIENCE

### Business Operations Specialist

*AptitudeTech (Tunbridge Wells, UK) | 2024*

- **Digital Marketing & SEO Management:** Spearheaded online marketing initiatives for clients, including managing Google Ads campaigns, optimising Google Business Profiles, and utilising Google Search Console / Google Analytics to track performance and drive traffic.
- **Website Development & Optimisation:** Designed and built websites using WordPress and Wix, while implementing SEO strategies to enhance site performance, increase search engine rankings, and improve overall user experience.
- **Contract Negotiation & Vendor Management:** Led the research, comparison, and negotiation of supplier contracts for equipment procurement, optimising cost-efficiency and securing favourable terms.
- **Policy Development & Talent Acquisition:** Authored the company's employee handbook and established internal policies. Participated in the recruitment process, writing job descriptions, conducting a structured 3-stage interview process, and managing onboarding.
- **Standard Operating Procedures (SOP) Documentation:** Revised and updated SOPs and user manuals for client operations, ensuring clarity and compliance with industry standards.
- **Customer & IT Support:** Provided first line IT support for client businesses, resolving technical issues related to hardware and software through a ticketing system, improving user satisfaction and response time.
- **Client Relationship Management:** Acted as the main point of contact for client concerns, coordinating between internal teams and stakeholders to resolve issues promptly and efficiently.

### Information Technology Recruitment Consultant

*Gattaca (London, UK) | 2022*

- Identifying and developing client/business relationships.
- Attracting candidates and maintaining a candidate database.
- Sourcing suitable candidates and briefing them on the opportunities offered by the client.

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## SKILLS

### PROFESSIONAL

- Loyalty
- Organisational skills
- Interpersonal skills
- Active learning
- Customer service
- Self-motivation
- Time management & planning
- Troubleshooting

## ACHIEVEMENTS

### EXCELLENCE AWARD FOR OUTSTANDING CUSTOMER SERVICE

*Regional Express Holdings Ltd.*

### NUMEROUS POSITIVE CUSTOMER FEEDBACK LETTERS

*Regional Express Holdings Ltd.*

## REFERENCES

### ELKE VAN DEN HOUTE Product Owner & Functional Analyst

VDAB Brussels

Personal Reference

**T:** +32 472 24 45 73

**E:** elkevdh@gmail.com

### JAMES O'MALLEY Application Support Analyst

VIPR Ltd

Previous AptitudeTech

Colleague

**T:** +44 7377 971015

**E:** james087@live.ie

- Negotiating pay rates and salaries and finalising arrangements between client and candidate.
- Offering CV, interview and general career advice.

### Project Manager

*Dynamic Learning Services (Sydney, AU) | 2021*

- Managing Client training schedules.
- Attending planning meetings.
- Signing up new clients and students.
- Following up on budgets and funding.

### Solo Flight Attendant

*Regional Express Holdings Ltd (Sydney, AU). | 2013 - 2020*

- Being responsible for passenger safety, security and comfort.
- Staying up to date on company policies, procedures and amendments.
- Effectively dealing with high level, time sensitive, challenging situations and changes on short notice.

### Fitness Professional (contractor)

*Private clients, companies, health clubs and gyms (Sydney, AU) | 2010 - 2013*

- Client Management & Class Instruction: Built a client base and led various fitness classes, including disability fitness, cycling, boxing, and aqua classes.
- Personalised Training & Assessments: Created tailored fitness plans, conducted fitness assessments, and stayed current with industry knowledge through conferences.

### Personal Assistant

*Huon IT (Sydney, AU) | 2010*

- Customer & Office Coordination.
- Logistics & Resource Management.

### Junior Receptionist

*Wynn & Bennett Chartered Accountants (Sydney, AU) | 2009*

- Administrative Support.
- Office Management.

## INTERESTS & HOBBIES

- I like fitness, gym, and boxing.
- I enjoy hiking with my dog, Gulliver, and exploring the great outdoors.
- I love traveling and exploring new cultures.
- I enjoy equestrian activities and use to do competitive showjumping.