

# SYDNEY BROGAN

## EXECUTIVE ASSISTANT

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Website  
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### PROFILE

**Strategic, solution-led Executive Assistant** trusted by C-suite and senior leaders to coordinate priorities and bring structure to complex schedules. Provides full-spectrum administrative support and project management.

**Highly organised, detail-focused, and adaptable**, combining critical thinking and understanding of strategic goals to spot ways to make systems and processes easier and enable leaders to be more productive.

**Builds strong connections at all levels**, working with respect, inclusivity, and reliable discretion. Brings a mix of positivity, clear communication, calm, and professionalism, along with a good dose of energy and humour.

**Thrives in fast-paced settings**, proactively collaborating with teams and leaders to achieve shared goals. Brings emotional intelligence and problem-solving skills sharpened in creative, corporate, and non-profit organisations.

### TECH STACK

**Office Suites:** Microsoft Office, Google Workspace, iWork

**Collaboration & Creative:** Notion, Slack, Trello, Asana, Planner, WordPress, Wix, Adobe CC, Canva, Affinity

**Video Conferencing & Events:** Zoom, Microsoft Teams, Google Meet

**CRM, Marketing, & Finance:** Salesforce, HubSpot, Eventbrite, Hivebrite, Artifax, Xero

**Project Management Training:** Prince2® Foundation and Registered Practitioner at APMG International

### CAREER HISTORY

#### ➤ EXECUTIVE ASSISTANT TO FOUNDER / PROJECT MANAGER JUL 2021 - MAY 2025 ◀

##### WeQual | London & Remote

*This ambitious start up assists global Fortune 1000 organisations to unlock their diverse talent pipeline.*

**Optimised diaries and communications for the Founder and CEO** by coordinating high-value key meetings and deadlines, ensuring gap time. Ensured timely responses by tracking inboxes and actions and drafting emails.

**Reduced delivery time by 35% and boosted client/member satisfaction and retention** for services and events by streamlining workflows, systems, and documentation to support the sales pipeline and enhance collaboration.

**Developed clear processes to deliver four global online executive events each month**, from planning to execution to follow-up, including presentations, briefings, reports, and agendas. Trained colleagues to take over.

**Created structure and ensured 100% on-time delivery of marketing strategy** by acting as the central coordination point, planning and scheduling content and coordinating cross-functional priorities. Managed the complex build of a bespoke website and membership platform on time and on budget.

#### ➤ CAREER BREAK (50% TRAVEL / 50% VOLUNTEERING DURING LOCKDOWN) AUG 2018 - JUN 2021 ◀

#### ➤ EXECUTIVE ASSISTANT TO HEAD / PROGRAMME MANAGER JUN 2015 - JUL 2018 ◀

##### The Crown Estate | London

*An independent organisation that manages a £16 billion national property portfolio for HM Treasury.*

**Increased productivity time for the Head of Sustainability by 30%** by managing her busy diary of meetings and travel through forward planning and non-negotiable gap time. First point of contact for the Head and the team, trusted to make decisions and problem-solve on her behalf.

**Cut meeting time by 50%, the number of meetings by 35%, and increased completion of actionable decisions by 80%** by introducing streamlined agendas, minutes, materials and a standardised action framework.

**Delivered a £1M cross-departmental social impact programme**, leading 25 sustainability-focused projects end-to-end over two years, within budget. Gained buy-in through meticulous attention to detail, adaptable planning, and stakeholder engagement, including demonstrating business value to inform Board decisions.

**Increased internal awareness and programme adoption across departments by 90%** by creating visual reporting templates and engaging comms assets that communicated value across teams and leadership.

➤ **EXECUTIVE ASSISTANT TO HEAD / EVENTS MANAGER**

**JUL 2011 - MAY 2015** ⚡

**The Crown Estate | London**

*An independent organisation that manages a £16 billion national property portfolio for HM Treasury.*

**Optimised executive productivity and efficiency** by managing inboxes, diaries, travel, and expenses for the Head of Operations and for his team of 25 for complex multi-location schedules, filtering communications and proactively resolving queries or drafting responses, freeing up time and focus for high-value work.

**Increased internal alignment and staff engagement with company strategy by 75%** by developing and launching Directors' Q&A forums that connected employees to leadership strategy and operational plans.

**Delivered high-profile internal and external events**, from complex Board site visits to executive conferences and awards evenings, managing end-to-end logistics, supplier negotiation, and real-time onsite execution.

➤ **EXECUTIVE ASSISTANT TO CEO / MEMBERSHIP MANAGER**

**JAN 2010 - APR 2011** ⚡

**The Royal Incorporation of Architects in Scotland | Edinburgh**

*The professional body for chartered architects in Scotland, promoting sustainability in the built environment.*

**Streamlined extensive correspondence on behalf of the Secretary** by filtering and prioritising messages and drafted responses, acting as his trusted point of contact / gatekeeper, enabling him to spend more time concentrating on strategy.

**Retained current members at 95% and recruited c 5 new members per month** by designing and scheduling engaging marketing comms and member events and responding promptly and sensitively to member enquiries.

➤ **EXECUTIVE ASSISTANT TO MD / OFFICE MANAGER**

**SEP 2004 - DEC 2009** ⚡

**Thirdwave | Edinburgh**

*An environmental consultancy focussed on embedding sustainability into business and the built environment.*

**Eased the flow of logistics for meetings and events with clients and contractors** by synchronising diaries and travel for the Managing Director, two Directors, and a team of 20, providing clear, concise itineraries and agendas.

**Assured the smooth operation of a safe office and happy employees** by supervising facilities and resources, managing expenses, bookkeeping, payments, invoicing, petty cash, solving IT issues, and acting as First Aider.

➤ **EXECUTIVE ASSISTANT TO HEAD / EVENTS MANAGER**

**SEP 2003 - AUG 2004** ⚡

**The Assembly Rooms | Edinburgh**

*An impressive multi-purpose venue hosting a range of events including gigs, festivals, exhibitions, weddings.*

**Organised the busy Head of Events** by optimising her diary for high-level meetings and strategy, providing her with detailed itineraries and briefing materials.

**Provided first-class customer service to clients** by handling new enquiries and bookings using the Artifax ticketing system and managing event delivery from end-to-end.

➤ **EXECUTIVE ASSISTANT TO DIRECTOR / OFFICE MANAGER**

**MAY 2002 - AUG 2003** ⚡

**The Scottish Arts Council | Edinburgh**

*Now called Creative Scotland, a public body that supports the creative and cultural sector across Scotland.*

**Kept the Director focused and on top of her commitments** by using initiative to request and schedule international high-visibility engagements and providing detailed briefings and materials for meetings and travel.

**Ensured the office ran smoothly** by anticipating needs of both the Director and the team, keeping one step ahead and gaining a reputation as the go-to-person in the business.