



LIA MARTINEZ VALLEGRA

EXECUTIVE ASSISTANT | BUSINESS & PRIVATE SUPPORT

PROFESSIONAL PROFILE

Executive Assistant with experience supporting principals and senior leaders across private, property, and business operations. Brings a discreet, service-focused approach to complex travel, stakeholder coordination, operational support, and shifting day-to-day priorities, with the judgement and flexibility needed to support busy and demanding roles. Holds full Australian work rights, a full NSW driver licence, and is available to commence immediately.

CONTACT

+61 42 097 2232

liamartinezvallegra@gmail.com

liamartinezvallegra

North Bondi, Sydney

EDUCATION

Master of Property Practice
University of Auckland, Online
2023 - 2026

Bachelor of Creative Technologies, Fashion Design
Toi Oho Mai Institute of Technology, New Zealand
2017

KEY SKILLS

- Executive & personal support
- Diary, inbox & travel coordination
- Private affairs management
- Property & operations coordination
- Event & logistics coordination
- Stakeholder & supplier liaison
- Reporting & documentation
- Discretion, flexibility & problem solving

EMPLOYMENT HISTORY

ASSISTANT MANAGER

Jul 2024 – Jul 2025

Red Sea Global | The Red Sea, Saudi Arabia

- Provided executive and operational support to the Director and Owners Association team across reporting, coordination, scheduling, and documentation for a large luxury development portfolio.
- Prepared presentations, reports, visuals, and meeting materials for senior management and executive audiences, ensuring accuracy, clarity, and executive-ready standards.
- Maintained trackers, dashboards, and reporting tools used to monitor project actions, budgets, service charge inputs, and operational readiness across multiple assets.
- Coordinated meetings, calendars, agendas, minutes, and follow-up actions across internal stakeholders, hotel operators, consultants, and service providers.
- Supported budget and service charge inputs through consolidation of pricing, scope details, assumptions, and supporting documentation.
- Contributed to documentation, training coordination, and day-to-day operational support in a fast-paced, high-expectation

EXECUTIVE ASSISTANT TO PRINCIPAL OFFICE & OPERATIONS MANAGER

Feb 2023 – Nov 2023

Reesby & Company | Auckland, New Zealand

- Delivered high-level executive and personal support to the Principal across diary and inbox management, confidential correspondence, scheduling, reminders, and day-to-day operational matters.

LANGUAGES

English (fluent) | Spanish (native)

TECHNICAL SKILLS

Operating Systems - Windows, MacOS, Linux

Microsoft Office - Word, Excel, PowerPoint, Outlook, SharePoint

Adobe - Acrobat, InDesign, Illustrator, Photoshop

Google Workspace - Docs, Sheets, Slides, Drive, Calendar

Social Media - Facebook, Instagram, YouTube, Pinterest, TikTok, LinkedIn

Video Conference - Zoom, Teams, FaceTime, Google Meet

AI Tools - ChatGPT, Claude, Google Gemini, Microsoft Copilot

Websites - WordPress, Umbraco, Wix, HubSpot, Hostinger,

LICENCES

NSW Driver Licence

Valid to Feb 2027

NZ Driver Licence

Valid to Jun 2027

NSW Certificate of Registration

Valid to Mar 2030

NZ Real Estate Licence

Currently inactive | Reactivation possible at any time

- Managed the Principal's private affairs end to end, including vehicles, memberships, insurance, utilities across multiple properties, bills, personal records, passports, and other expiring documents, ensuring payments, renewals, records, and documentation remained current and organised.
- Coordinated international travel and logistics for the Principal, family, and guests, at times managing arrangements for groups of up to 20 people, including flights, accommodation, reservations, transport, schedules, and last-minute changes.
- Oversaw administration across residential, commercial, and short-term rental properties, including lease tracking, bookings, guest arrangements, dates, availability, maintenance coordination, utilities, and liaison with tenants, contractors, service providers, and local property managers.
- Prepared finance documentation, proposals, sales schedules, correspondence, emails, internal documents, and presentation material for internal and external use, maintaining a high standard of accuracy, presentation, and discretion.
- Managed operational and administrative coordination for the Principal's winery business, including online sales via the website, label and packaging coordination, bottling support, storage logistics, and liaison with the winemaker, property manager, and external providers.
- Managed websites, domains, digital content, social media, proposals, and EDMs across multiple businesses, including the finance business and winery, ensuring content, communications, and online presence remained current and professionally presented.
- Oversaw office operations, supplier management, contractor coordination, facilities issues, expenses, records, and general administration to support the smooth running of the Principal's wider business activities.

PERSONAL ASSISTANT TO HEAD OF PROPERTY MANAGEMENT & HEAD OF MARKETING

Sep 2021 – Feb 2023

Harcourts New Zealand (Head Office) | Auckland, New Zealand

- Managed the calendars and diaries of the Head of Property Management and the Head of Marketing.
- Coordinated travel and logistics, including flights, car hire, and accommodation.
- Administered the Harcourts accreditation and training process.
- Prepared and compiled statistics and reports.
- Updated the Systems and Procedures Manual, letters, forms, checklists, and compliance documents.
- Managed updates to the Harcourts digital library, filing systems, and information records, and assisted with data and information migration between CRM systems.
- Assisted with quarterly, annual, and national awards events.
- Assisted with the annual property management training calendar, including venue bookings, catering, room setup, printing of training manuals, registrations, and completions.
- Edited website pages and uploaded blog content to the Harcourts New Zealand website using HubSpot.
- Managed and distributed direct email marketing through Mailchimp
- Tested marketing assets in Campaign Track before release to the national network.

CERTIFICATIONS

NSW Assistant Agent Course
Think Real Estate | Nov 2025

Professionalism
Royal Institution of Chartered
Surveyors (RICS) | Mar 2025

**M-100: The Essentials of
Community Association
Management**
Community Associations Institute
(CAI) | Jan 2025

**Solving Data Problems in Excel
365** - Skillssoft | Jan 2025

Managing Data in Excel 365
Skillssoft | Jan 2025

**Meta Certified Digital Marketing
Associate** - Meta | Jul 2025

**Google Analytics 4 (GA4)
Essential Training**
LinkedIn Learning | Jul 2023

Learning Local SEO
LinkedIn Learning | Jul 2023

Advanced SEO: Search Factors
LinkedIn Learning | Jun 2023

SEO: Keyword Strategy
LinkedIn Learning | Jun 2023

**edX Micro Masters Certificate:
Marketing in a Digital World**
Curtin University | Jun 2022

National Certificate in Real Estate
Open Polytechnic | Dec 2020

Photography - Toi Oho Mai
Institute of Technology | Nov 2018

New Zealand Certificate in Retail
Service Skills Institute | Nov 2016

CONTRACTS & COMPLIANCE ADMINISTRATOR Mar 2021 – Sep 2021
Ray White Damerell Group | Auckland, New Zealand

- Processed auction, tender, and sale and purchase agreements through the CRM system and issued documentation to all parties and salespeople.
- Administered and monitored the AML process, responded to enquiries from TIC, salespeople, and clients, and advised salespeople once CDD had been completed.
- Checked agency agreements and renewals for accuracy and compliance.
- Prepared auction documentation, including reserves, side agreements, useful clauses, bidding registrations, and deposit slips.
- Drafted documents based on agency agreements and guidance from the Contracts and Compliance Manager and In-House Counsel, and included clauses covering actual or potential defects identified through sales input, titles, LIMs, and other relevant sources.
- Ordered LIMs, titles, body corporate documents, leases, and other legal documents in line with company policy.

**OFFICE ADMINISTRATOR &
CAMPAIGNS COORDINATOR** Feb 2020 – Mar 2021
Ray White Damerell Group | Auckland, New Zealand

- Managed day-to-day office operations as the main administration point of contact, including office setup, supplies, front-of-house coordination, parking and display checks, and basic facilities issues.
- Processed listing forms and agency agreements, ordered titles, LIM reports, and other property documents, and maintained listing files and records.
- Coordinated with the contracts and compliance team to keep listing documentation complete and properly recorded.
- Booked property advertising with media and publication providers, organised advertising options for salespeople, and managed artwork and booking timelines.
- Coordinated signage and printed marketing collateral, including ordering materials, arranging delivery, and keeping office window displays current.
- Processed advertising invoices and related paperwork for campaign bookings and signage orders.
- Supported auction nights through room setup, seating, refreshments, and general event logistics.
- Assisted the contracts and compliance team with sales documentation and administrative support for sale and purchase agreement files.
- Organised onboarding for new staff, including inductions, system access, business cards, and starter marketing materials.
- Coordinated contractors and maintenance support for office issues, including access, scheduling, and follow-up.
- Provided design and file-check support for marketing collateral using Adobe InDesign, Illustrator, and Photoshop.

MARKETING COORDINATOR

Jul 2018 – Oct 2019

Harcourts ETB Realty | Rotorua, New Zealand

- Produced property marketing collateral for residential listings, including property guides, flyers, booklets, window cards, signboards, and digital assets.
- Laid out digital magazines and property guides, prepared print-ready files, and coordinated approvals and deadlines with salespeople.
- Created and scheduled social media content for Facebook and Instagram.
- Prepared website imagery and listing content updates.
- Coordinated property advertising bookings across newspapers, magazines, and online platforms, including booking timelines and artwork supply.
- Worked to brand guidelines and maintained consistent formatting across templates, brochures, and campaign materials.
- Improved the presentation of client-facing documents through layout, spacing, formatting, and visual refinements across guides, brochures, and digital packs.

EARLIER EXPERIENCE

SALES CONSULTANT - FINE JEWELLERY

Feb 2017 – Jul 2018

The Warehouse Group | Rotorua, New Zealand

APPAREL SPECIALIST

Apr 2016 – Feb 2017

The Warehouse Group | Rotorua, New Zealand

PRODUCTION ASSISTANT

Jun 2015 – Jul 2016

Rozcraft | Rotorua, New Zealand

RETAIL ASSISTANT

Jul 2015 – Mar 2016

Spotlight Rotorua | Rotorua, New Zealand

VOLUNTEERING

VICE PRESIDENT / MEMBER

May 2018 – Oct 2019

Rotorua Multicultural Council | Rotorua, New Zealand

- Supported multicultural events and community initiatives that helped migrants settle into life in New Zealand.
- Assisted with culturally themed events featuring presentations, traditional food, and shared cultural experiences across different communities.
- Contributed to workshops and information sessions covering practical topics such as immigration, employment, and everyday life in New Zealand.

REFEREES

Written reference letters attached on the following pages.

PORTFOLIO & ONLINE CV



Scan to view

26 March 2026

To whom it may concern,

I worked with Lia Martinez during her time at Reesby & Company from February 2023 to November 2023.

During that time, I observed Lia managing a varied range of responsibilities across office operations, executive support, and coordination of matters both within and outside the office. Her role involved supporting the Principal, assisting with office matters, and handling a broad range of business and personal matters for the Principal as required.

Lia presented as organised, dependable, and capable, with a calm and steady manner. She was able to deal professionally with changing requests, different working styles, and a varied workload, while maintaining discretion and a high standard of conduct. She was also trusted with sensitive and confidential information, which she handled appropriately.

From my observations, Lia was effective in keeping things organised, following through on tasks, and supporting the day-to-day functioning of the business. She communicated well with others, handled responsibilities in a composed and professional way, and showed sound judgement and adaptability.

I would be pleased to recommend Lia and believe she would be a valuable addition to any team.

Please feel free to contact me if any further information is required.

Kind regards



Mark McCracken
DIRECTOR

26 March 2026

To whom it may concern

I am pleased to provide this reference for Lia Martinez, who was employed by Harcourts New Zealand from September 2021 to February 2023.

Lia held a support role within our national property management team, where she contributed across a broad range of administrative, reporting, and coordination functions. She was responsible for supporting key business activities and was consistently professional, organised, and dependable in her approach.

Lia has strong administrative capability, excellent attention to detail, and very good analytical skills. She is particularly confident working with data and reporting and has the ability to interpret information accurately and present it clearly. These strengths made her a valuable support person within our team.

Lia was also able to assist our marketing department when needed, which demonstrated both her versatility and the regard in which she was held internally. She adapted well to different tasks, communicated effectively, and worked well across teams.

I would not hesitate to recommend Lia for executive assistant, administration, or business support roles. She would be a valuable addition to any organisation looking for someone who is organised, capable, analytical, and professional.

Please contact me if you require any further information.

Warm regards



Jodine Clark
jodine.clark@harcourts.net
+64 27 294 3334



Lia Martinez <liamartinezvallegra@gmail.com>

Reference

1 message

Emma Sheehan <ops@austinrealty.co.nz>

5 April 2026 at 12:07

To: "liamartinezvallegra@gmail.com" <liamartinezvallegra@gmail.com>

To whom it may concern,

I am pleased to provide this reference for Lia Martinez, who was employed as a Marketing Administrator at Harcourts ETB Realty from July 2018 to October 2019.

During her time with us, Lia was responsible for creating both digital and print marketing materials for our real estate business. Her work included agency advertising, agent promotional content, and property marketing campaigns. She consistently demonstrated a strong understanding of branding and produced high-quality, visually engaging material across all platforms.

Lia was a real asset to our team. She was highly reliable, consistently met deadlines, and maintained a high standard of work even when managing multiple projects at once. Her attention to detail and ability to translate ideas into effective marketing collateral made a significant contribution to our business.

Beyond her technical skills, Lia was a valued and positive member of the team. She worked well with colleagues, communicated effectively, and approached her work with professionalism and enthusiasm.

I would not hesitate to recommend Lia to any future employer. She is a talented marketing professional who would be a great addition to any team.

Yours sincerely,
Emma Sheehan

(formerly of Harcourts ETB Realty)



Emma Sheehan

OPERATIONS MANAGER



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