

JO HOOPER

VIRTUAL AND HYBRID BUSINESS SUPPORT | CLIENT RELATIONS | CREATIVE ADMINISTRATOR

PROFILE

A highly creative Business Support professional with over 30 years of experience in helping busy executives and business owners stay organised, communicate effectively and deliver outstanding customer service.

I combine extensive administrative experience with creative digital skills and a confident, warm and professional approach to client relationships. Having supported CEOs, managed projects and run my own freelance businesses, I understand what it takes to keep things running smoothly.

I really enjoy problem solving, evolving and improving systems and the knowledge that I'm adding genuine value to people. I am confident using a range of software from Microsoft Office, Adobe Photoshop and Wix, to AI tools such as ChatGPT and Claude to improve productivity and communication.

I always embrace opportunities to learn new skills and find the learning process exciting.

INDUSTRY EXPERIENCE

Live Events, Arts, Media, Education, Catering & Hospitality, Renewable Energy, Legal, Publishing, Recruitment.

CORE SKILLS

Business Support

Diary management
Document & presentation preparation
Proofreading & editing
Database management
Research
General administration
Project coordination, event planning & logistics
Travel arrangements
Budget management
Marketing & social media

Client Support

Excellent written and verbal communication
Customer relationship management
Handling sensitive and confidential information
Customer enquiries
Complaint resolution

Digital & AI

Website creation & management - Wix & Squarespace
Email marketing – Mailchimp & MailerLite
Canva
AI tools for business support, data analysis & research – ChatGPT & Claude
Adobe Photoshop & InDesign
Microsoft Office
Zoom & Microsoft Teams

PREVIOUS CAREER HIGHLIGHTS

Supported CEOs and senior executives within BP and subsidiary Renewal Energy companies
International travel management, board level administration
Successfully established and managed three small businesses, demonstrating commercial awareness, resilience and adaptability
Helped in the planning and coordination of international conferences and high-profile events
Experienced in confidential executive support & legal documentation
Designed websites, marketing materials and branding
Built long-term client relationships through excellent communication and outstanding customer service

Petersfield Hampshire
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EMPLOYMENT SUMMARY

2025 – Present

Business Owner – Jo Hooper Business Support

Virtual business support for creatives and small business owners

Business support

- Diary & inbox management & travel
- Documents & presentations – creation, proof reading & editing
- Research

Client relations

- Telephone support
- Enquiry follow up & bookings
- Ongoing relationship handling

Marketing

- Website design & management
- Branding & marketing design
- Email marketing
- Social media

Project support

- Events, launches & parties
- Project coordination
- Design & organisation
- Supplier liaison
- Budget management

2023 – Present

Self-employed Fine Artist

- Established and marketed a portrait commission business
- Designed and maintained website
- Managed customer enquiries from initial consultation through to completion
- Exhibited at major country and equestrian shows
- Created marketing materials and managed social media
- Delivered a premium customer experience for high-value commissions

February – June 2025

Office Administrator – Little Green Academy (part of the Solent Trust)

- Daily register & parent liaison
- Updating of school website & weekly newsletter
- Student Annual Reviews

2018 - 2024

Jo's Kitchen

Having moved from London to Hampshire in 2018, I set up a small catering business specialising in plant-based, wholefood cuisine for retreats, private parties and festivals. Remaining self-employed allowed me to continue to be present for my son while he was at Junior School.

2012 – 2018

Partner at J&J Occasions, Wedding & Event Design

After becoming a Mum in 2012, I joined the family business, J&J Occasions. Flexible hours and the opportunity to work from home allowed me to spend quality time with my son before he started school.

- Organisation, planning and logistics of events ranging in size from 10 – 400 guests
- Sales and marketing, including Social Media & website management
- Budget management
- Client handling - including high profile with emphasis on confidentiality
- Graphic design using Adobe Photoshop & InDesign, both for client wedding stationery and internal branding

2010 – 2011

PA to the CEO - 2CO Energy Ltd, Guildford

- Comprehensive executive support to the CEO and Regional Director in a fast paced renewable energy business.
- Diary management, expenses, complex international travel, conference coordination
- Preparation of presentations, reports, confidential documents and legal papers
- Design of internal marketing display & graphics
- Administrative support to Legal Counsel

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2009 - 2010

Project Management & Interior Designer for 2CO Energy Ltd

- Design of new office premises, based in WC2
- Full project Management of office design & fit out
- Budget management & reconciliation

2007 – 2009

PA to the CEO & CFO, BP - Hydrogen Energy International Limited, Weybridge

Full secretarial and administrative support to the CEO, CFO and Regional Director.

- Diary management, expenses, international travel including visits to high security sites in the Middle East
- Co-ordination of internal and external meetings, workshops, launches and Video Conferences
- Preparation of presentations, reports, confidential documents and legal papers
- Design of new management system branding and logos, HSSE posters and launch material
- Administrative support to Legal Counsel

Project Co-ordinator, BP Sunbury

- Scheduling & coordination of international Graduate focus groups & Manager interviews for the Global Graduate profiling project
- PA to Global Head of Graduate Recruitment and support to Graduate Recruitment team

6 Sigma Administrator, BP Sunbury

- Power Point operator for UK BP 6 Sigma Team and external consultants, The George Group
- Converting all 6 Sigma training materials to BP format slide presentations
- Creating training tools, manuals and presentations in Word, Excel and Power Point

1998 – 2007

Production Assistant and Personal Assistant Roles – mostly in the Live Events Sector

Responsibilities included:

- Project administration and coordination through the development stage to post project reconciliation
- Event theming and design, travel and conference logistics
- Crew logistics – travel, accommodation and transport, on-site health and safety inductions
- Design of new logos, internal communications branding and poster campaigns
- Sourcing of onsite equipment/ supplier negotiation /prop and wardrobe
- Purchase orders and post production budget reconciliation
- Schedules, critical paths and presentations
- PA roles include support to Project Director, MD, CFO, Engineer and Interior Designer

Events included:

- Re-design, refurbishment and installation at BMW Plant Longbridge, followed by two months of management presentations to a total of 28,000 associates running day and night
- Fashion Shows
- 3 months of Ride and Drive in Spain/ 32 international rotations targeting 7,000 people
- Merger announcement via satellite link between 8 countries, hosted in New York
- Exhibition and live gala show for 600 managers at the MECC in Maastricht
- Live theatrical presentations

Clients included:

BMW, Oasis Clothing, Local Government Association, Rover Group, Shell International and BP

1994 – 1998

Freelance Make-up Artist for Film and TV

Experience in Film, television, theatre, video, live events and photographic work.

Productions included:

BBC, Channel 4, Sky, Warner Bros., Goldwyn Films and Motion Pictures Ltd.

Clients included:

British Telecom, Coopers and Lybrand, HPI, British Airways, BP, Mattel, Coty, Deutsche Bank and EMI Records, Labour Party.

1992 – 1994

Administrative and Receptionist roles at various Media agencies.

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EDUCATION

2005	JJA ADA Interior Design	Diploma:	Interior Design and Business Dev.
2000	Cordon Vert Cookery School	Diploma:	Plant Based Cookery
1998	London School of Public Relations	Diploma:	Public Relations
1994	Greasepaint School of Make-up	Diploma:	Make-up and Hair for Film and TV
1993	London Keyboard Training Centre	NVQ:	Office Administration
1990	Richmond upon Thames College	3 A' Levels:	Communications, Art History, Classics
1986	Drayton Manor High School	11 GCSEs:	Languages, Sciences, Art, History

OTHER INFORMATION

Level 2 Food Safety & Hygiene

Experience of working abroad, including USA, Dubai, Australia, Spain, Holland, France, Czech Republic

Interests & hobbies include vegan cookery, drawing, interior design, gardening

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