ESTHER JOHNSON

Founder & Senior Business Development Representative | Johnson3 Global Services
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PROFESSIONAL SUMMARY

Results-driven Business Development, HR & Recruitment, and Compliance professional with 10+ years of full-cycle recruitment experience across BPO, e-commerce, hospitality, parastatal, and sales environments. Proven track record of managing complex multi-function operations, driving regulatory compliance, and placing candidates from entry-level through to senior executive level. AI-proficient practitioner who integrates generative AI and specialised tools daily to deliver faster, more accurate, and more cost-effective outcomes for clients and employers. **I created an AI recruitment app that shortens employment time by up to 80%.**

CORE COMPETENCIES

Business Development | RPO & BPO Services | Full-Cycle Recruitment | AI-Powered Screening & Assessment | Compliance & Quality Assurance (FSCA/FSB) | FICA Awareness | CRM Monitoring | HR Generalist Functions | Compliance Training Development | Staff Query Management | E-Commerce Operations | Office & Operational Management | Banking & Payroll | Project Management | Public Relations | Digital Marketing | Social Media Analytics | Event Management | Power BI | Google Workspace | MS Office Suite

PROFESSIONAL EXPERIENCE

Singa Marketing / Deprimo Pty Ltd / Red Sand Marketing Pty Ltd | Cape Town, South Africa

Senior Compliance Officer | August 2018 — December 2024

- Ensured full FSB/FSCA regulatory compliance across a multi-brand financial services marketing organisation for 6+ years with zero regulatory escalations
- Monitored 100% of recorded sales calls via company CRM system — identifying and resolving noncompliance incidents before regulatory escalation
- Designed and delivered compliance training programmes for the sales department — improving compliance adherence across the team
- Produced regular sales statistics reports and led internal investigations into non-compliance incidents

Sales Team Recruiter/HR Coordinator (Additional Role) | April 2022 — August 2023

- Managed the full recruitment cycle — job advertisement creation, candidate sourcing, CV screening, shortlisting, interviewing, and onboarding
- Managed all staff queries and conducted ongoing compliance training across the sales team

Bula Deals | Cape Town, South Africa

E-Commerce Business Operations & Call Centre Manageress | 2013 — January 2017

- Managed full HR function, office logistics, procurement, and global service provider relationships for a growing e-commerce startup
- Assisted with business registration and ensured full SARS tax compliance from inception
- Developed new business strategies and oversaw all online sales monitoring and performance improvements
- Led online content, marketing, advertising, social media, and campaign design initiatives

National First Peoples Indigenous Authority Council | Remote, South Africa

High Commissioner / Secretary General (Volunteer) | February 2024 — Present

- Responsible for all national office operational and administrative functions
- Communicates directly with royal and senior Indigenous leaders across South Africa

- Coordinates monthly national meetings and produces formal meeting minutes

Undrip Summit 1652 | Remote
Planning Committee National Convenor — Admin Work-stream (Volunteer) | December 2019 — Present

- Managed all national administration functions including membership processing and database management
- Liaised with Directors, members, and internal and external stakeholders at national level
- Analysed social media analytics and advised on content strategy and platform updates

KEY ACHIEVEMENTS

- Designed an AI-powered RPO model that eliminates unconscious bias through unbiased CV benchmarked candidate assessments
- Maintained 6+ years of zero regulatory violations as Senior Compliance Officer across a regulated financial services environment
- Managed company call monitoring and compliance training with 100% zero FSB escalations during tenure

AI TOOLS & TECHNOLOGY

Generative AI (Claude, ChatGPT) | Power BI | Google Workspace | MS Office Suite | CRM Systems | SaaS Platforms | Social Media Analytics Tools | Flowmingo AI Interview Platform l Lovable and others

EDUCATION & PROFESSIONAL DEVELOPMENT

- Power BI Certificate — January 2026
- TEFL Certificate — Teaching English as a Foreign Language — May 2024
- LinkedIn Learning — Sales Prospecting Certificate — December 2022
- FICA Awareness Certificate — July 2019
- Google Certified Digital Skills Marketer
- Oxford Home Study — HR Management & Recruitment Skills Certificates
- Sales Certificates | CRM Certificates
- Higher Certificate — Public Relations (Modules: PR, Marketing Management, Business English, Management, Communications, Economics)
- MS Word | Excel | Access | PowerPoint — Computrain / Damelin ICG
- Marian High School (1983–1988) — English, Afrikaans, Business Economics, Typing, Accounting, Biology

REFERENCES

Available upon request.