

Schalk Burger van Wyk

Operations, Systems & Automation Specialist

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ABOUT ME

I find where work falls through the cracks and build the systems that catch it. Twelve years across eCommerce, SaaS, kitchens, retail, and hospitality: diagnosing messy workflows, cleaning the data, tightening coordination, and shipping the fix so it runs without me. Structured, accurate, and calm with many moving parts.

CORE SKILLS

Operations Coordination • eCommerce & Product Data Management • Workflow & Process Improvement • CRM & Pipeline Management • Catalogue & SKU Management • Stakeholder Coordination • Quality Assurance & Data Accuracy • Project & Task Coordination • Cross-functional Collaboration • Systems Thinking

TOOLS & APPLICATIONS

eCommerce & CRM: Shopify, Bitrix, HubSpot

Project & Task Management: ClickUp, Notion, Linear

AI & Automation: Claude, Claude Code, ChatGPT, Codex, LLM-based tools

Design & CAD: SketchUp, AutoCAD, Figma, Miro

Productivity & Collaboration: Microsoft Suite (Excel, Word, Outlook, Teams), Google Workspace, Slack, Trengo

EXPERIENCE

Sales & Operations Coordinator

Nov 2024 – Jan 2026

Crises Control (SaaS Platform)

- Conducted 3–10 discovery calls and platform demos per week, guiding prospective clients through use cases, setup requirements, and early-stage adoption
- Coordinated end-to-end deal progression across approximately 12 closed contracts, managing handoff from discovery through onboarding and go-live
- Managed multiple concurrent RFP, RFQ, and RFI responses simultaneously, ensuring accuracy, alignment with client requirements, and on-time submission
- Structured and improved sales-to-onboarding workflows, identifying gaps and reducing process ambiguity across teams
- Maintained CRM (Bitrix) data integrity to support accurate reporting, pipeline visibility, and informed decision-making
- Assisted with client onboarding and operational readiness through accurate documentation, system setup, and cross-team coordination
- Supported product feedback loops by consolidating client requirements, usability issues, and feature requests for internal review

Acting General Manager

Feb 2024 – Apr 2024

Nourish'd Cafe & Juicery

- Managed daily operations across staff, service, and customer experience in a fast-paced hospitality environment
- Identified workflow inefficiencies and introduced clearer team responsibilities, improving operational consistency and reducing friction
- Balanced hands-on operational demands with staff coordination, scheduling, and stakeholder communication

Sales Consultant

Sep 2022 – Mar 2023

Lusso Luxury Living

- Managed outbound sales activity, including pipeline tracking and client engagement, using Excel-based systems
- Gathered and clarified client requirements to support qualification and handover into design and project stages
- Coordinated showroom relocation, managing supplier engagement, planning, and on-site execution
- Identified structural gaps in lead management and sales coordination, proposing improvements to shared systems and processes

Operations & Sales Support Coordinator

Aug 2021 – Feb 2022

Cubicles.com

- Managed and maintained the product catalogue in Shopify, ensuring accuracy across pricing, SKUs, images, and product information for an eCommerce operation spanning three departments
- Structured SKU and barcode generation processes and image naming conventions to support consistent, accurate product listings
- Performed regular quality checks on live product data, identifying and resolving inconsistencies before they affected the customer experience
- Coordinated product onboarding across e-commerce, pre-owned, and project teams, ensuring information completeness before publishing
- Managed inbound sales enquiries across shared inbox systems, qualifying and routing requests across multiple departments
- Evaluated and supported the implementation of Trengo to replace fragmented communication and ticketing workflows

Sales Consultant

Oct 2019 – Jul 2021

Weylandts

- Generated R15M in sales revenue, consistently meeting targets through a period of significant supply chain disruption and stock challenges
- Managed multiple active deals simultaneously, maintaining structured follow-ups and accurate deal tracking across all stages
- Converted client requirements into completed orders by coordinating pricing, invoicing, logistics, and delivery across internal and warehouse teams

Sales Designer & Project Coordinator

Jun 2016 – Sep 2019

Schmidt Kitchens

- Coordinated the full project lifecycle across a high-value client base, delivering R3.2M in sales revenue in the final year through self-directed skill development and structured process ownership
- Coordinated end-to-end project flow across technical drawings, order placement, supplier coordination, delivery scheduling, and installation oversight
- Translated client requirements and spatial constraints into production-ready kitchen layouts and validated order specifications before production
- Coordinated contractors and installers on-site, resolving technical issues to ensure accurate and timely delivery
- Maintained structured project documentation and after-sales communication to track progress and manage client relationships

Design / CAD Technician

Nov 2013 – Jun 2016

Stockhome Kitchens

- Produced kitchen and interior layouts using AutoCAD and SketchUp, leading the team's transition from KDMax to improve visualisation quality and workflow efficiency
- Supported the V&A Waterfront Silo residential project, managing layouts, specifications, and design variations across multiple units
- Managed structured file systems and project documentation for version control, and provided IT support, including recovery following a ransomware incident

SYSTEMS I HAVE BUILT

- **socrates** — a personal AI coaching app (Next.js, Supabase, Claude API), designed, built, and deployed live
- **compass** — a full personal operating system in Notion: capture, triage, execution, and record-keeping across every life area
- **helloschalk.com** — this portfolio itself: designed, built, and shipped via an AI-assisted pipeline to GitHub Pages on a custom domain

EDUCATION & CERTIFICATIONS

Professional Scrum Master 1 (PSM1) | Scrum.org | Issued Sep 2024

User-Centred Design | Red & Yellow Creative School of Business

UX & UI Design | Academy of Digital Arts

Multi-Disciplinary Draughting | Academy IDT

Engineering Workshops Training | De Beers Technical Training Centre

Mechanical Engineering (NQF5) | College of Cape Town