



Alice Downer

Private PA

📍 London, UK

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Languages

- Latin
- English

About

As a dedicated and adaptable Executive Assistant, I am committed to delivering 24/7 support to UHNWI and C-suite Executives, with a diverse background that spans both business and personal support roles. I have successfully navigated a wide range of administrative tasks, addressed demanding requests, managed various responsibilities ranging from refurbishments to luxury holiday planning. I am flexible and ready to travel without restrictions where I am committed to delivering in every aspect of lifestyle, personal and business assistance. My experience in contract roles has provided me with a well-rounded and varied skill set, allowing me to adapt to different environments. However, I am currently seeking a permanent role that offers the potential for long-term professional growth and development, aligning with my experience.

BRANDS WORKED WITH

- The Roof Gardens , High Street Kensington
- Family of 4
- CEO & Family of 5
- Beechbrook Capital
- Cheyne Capital

Experience

● Executive Assistant to Founders

The Roof Gardens | May 2024 - Sep 2024

Currently supporting the two Founders of The Roof Gardens for all private and business-related tasks. Acting as the main gatekeeper, I collaborate closely with the Events & Membership team on high-profile events. I coordinate with external contractors, interior designers, and art galleries, attend client meetings, liaise with artists, and circulate minutes for all weekly meetings.

● Private Family Assistant

| Jan 2024 - May 2024

Surrey - Onsite January 2024 - May 2024, - Temporary position due to family relocation overseas

I provided comprehensive 24/7 support for personal and household management, including diary organisation, coordinating a team of staff (chefs, drivers, and gardener), and managing a clothing inventory app. I also oversaw the children's extracurricular activities, such as Latin, horse-riding, and badminton. My role encompassed organising frequent family dinners, sourcing gifts, and arranging international travel with detailed itineraries for city breaks and fasting retreats. In addition to event planning and personal shopping, I managed the family's lifestyle needs, including beauty, well-being, and fashion, and arranged regular dog walking, grooming, and vet checks for pets. I also handled insurance policy renewals, processed claims, and maintained all family documentation, including passports, visas, and licenses. I regularly coordinated with various stakeholders, including contractors for a property renovation project in Surrey. This involved liaising with the project manager, handling maintenance issues, managing bills, and keeping records for artwork and furniture. I also facilitated the family's relocation to Singapore, which marked the end of my role. Temporary administrative roles including an UHNW Music producer assisting with the relocation process from Thailand to London.



● Private Assistant

Marlin Hawk | Aug 2022 - Aug 2023

(1 year 1 month) Marlin Hawk, Chief Executive Firm - London / Dubai / New York - Hybrid

Dedicated to providing 24/7 comprehensive support to the Founder & Executive Chairman, I excelled in managing complex diaries across multiple time zones and served as the main gatekeeper for all correspondence, fostering strong client relationships. My role included orchestrating global events, such as a Partner Trip in the UAE, where I managed international flight bookings, accommodation, dinners, yacht e

xperiences, detailed itineraries, travel logistics, and budgeting. Beyond travel coordination, I actively engaged in planning various family events and overseeing the lifestyle and properties of the immediate family in both the UK and UAE. This multifaceted position involved conducting security checks, managing maintenance tasks, overseeing household bills, and scheduling housekeeping and gardening. I liaised with estate agents for property viewings, completed car purchases, and secured insurance. Additionally, I managed UK and UAE memberships, arranged international deliveries, and handled all personal errands for the family. I provided support for the Principal's children, managing their school calendars, school fees, summer programs, medical logistics, and transportation coordination, including expense management and cash flow for household staff. Furthermore, I coordinated the shipment of family horses from London to Dubai, ensuring a smooth relocation process with equestrian services, thorough vet checks, and insurance coverage.

REFERENCES

Upon request. Private PA to an UHNW American Family (NDA) - Family of 3

London - Hybrid January 2021 – July 2022 - (18 month contract)
 Providing comprehensive 24/7 personal and business support to an American UHNWI, I managed a wide range of responsibilities, including assisting external family members, running personal errands, sourcing goods, and coordinating frequent international travel. My role involved meticulous event planning, housekeeping management, and overseeing chef services, including the hiring process. I liaised regularly with luxury concierge services to ensure the Family lifestyle preferences, including activities such as scuba diving, skiing, shooting, and horse-riding. I handled international and private jet travel, managing detailed itineraries and overseeing property management, including regular maintenance, security checks, and inventory management for household furniture and artwork. Additionally, I processed dental and medical insurance claims, ensuring organised record-keeping for all family matters. I acted as the gatekeeper for external clients and contractors, liaised frequently with the driver, nanny, and chef, and maintained a standard of utmost discretion and confidentiality in all aspects.



● PA / Team Assistant

Beechbrook Capital | Oct 2019 - Oct 2020

(1 year)

Acting as the Team Assistant as well as the first point of contact, undertaking essential administrative and operational responsibilities. This included managing phone calls, emails, and office supplies as well as preparation of meeting rooms, PowerPoint presentations and VC's for all meetings. My primary focus involved providing support to two key partners of the firm, encompassing various business-related tasks and coordinating travel arrangements. Additionally, I actively contributed to the success of company social events, such as the company annual Ski Trip.



● Front of House PA

Cheyne Capital | Jul 2018 - Oct 2019

(1 year 3 months)

Acting as the first point of contact maintaining a high standard of client rapport, presenting a professional corporate image. Handling all international post, office supplies, managing the switch board as well as assisting the EA's with any ad hoc duties, internal and external events, including daily personal errands for the CEO.

Education & Training

2013

● The Hammond School

National Diploma Level 6 in Professional Musical Theatre & Dance,