

Holly Fyson

(AKA Holly Redfern)

Business Operations and Workflow Specialist

hollyredfern.com

☎ 020 4070 0375 | ✉ hollyredfern@gmail.com | 🔗 LinkedIn: [Holly Fyson](#)

Professional Snapshot

I help businesses that have outgrown their ways of working, save time and money, reduce complexity and make day to day operations easier through streamlining, reducing administrative load, and building sustainable workflows that support growth.

My strengths sit at the intersection of coordination, digital systems, recruitment, and process improvement. I bring structure, clarity, and calm to busy environments, supporting teams through change and periods of operational pressure.

📍 *Kapiti-based — providing remote support across Wellington and in-person support within Kapiti.*

Services Offered

Process Improvement

- Current state process mapping (LEAN)
- Identifying bottlenecks, gaps and inefficiencies
- Designing future state streamlined flows
- SOP creation and process documentation

Recruitment and Onboarding

- End-to-end recruitment
- Candidate sourcing and screening
- Interview management
- Onboarding documentation and process

Digital Systems Support

- Designing ad-hoc digital solutions
- Coordinating digital processes and tools
- SharePoint intranet and hub creation
- General user support and guidance

Operational Admin and Coordination

- Temporary operations support
- Project coordination and administration
- Inbox, calendar, and task system setup
- Committee and event coordination
- Business-as-usual stabilisation during staff changes

Delivered Projects and Recent Work

Operational Improvements (NZFAI – Contract July 2026 – August 2026)

- Completed an operational review and developed future-state recommendations, creating SOPs that reduced single-point-of-failure risk and improved process consistency across the team.
- Rebuilt Cognito Forms and standardised formatting and workflows, improving usability and data accuracy and reducing investigation/admin time from ~30 minutes to ~10 minutes per case, significantly streamlining internal processing.

Business Process Improvement and Digital Systems (BRANZ November 2021 – June 2026)

- Led multi-team workflow improvement programme across Onboarding and Assurance services, mapping current-state processes, identifying gaps, and designing future-state workflows — including a quick-win solution that reduced onboarding processing time by ~20 minutes per new hire and cut overall process steps by ~40%.
- Created SOPs and documentation to standardise practice cutting average task time by 10–15 minutes.
- Digitised Health & Safety processes by rebuilding inductions and supporting the migration of external training from Smartsheet to Salesforce, reducing induction processing time from ~30 minutes to under 10 minutes and cutting manual reconciliation by ~50%.
- Designed and built a SharePoint intranet for Support Services that was adopted across the wider business, becoming the central hub for back-office information, reducing manual support queries by an estimated 30-40%. Improved staff access to onboarding, processes, and engagement content, cutting search time and increasing self-service.

Previous Employment

Client Services Manager *(Beyond Recruitment - July 2017 to April 2020)*

- Managed full recruitment cycles, coordinated interviews, and maintained compliance documentation
- Supported hiring managers and delivered structured candidate communication

Office Manager / EA (Contract) *(Tocker Associates Ltd — April 2017 to July 2017)*

- Executive support to Directors, event/workshop coordination, invoicing and reconciliations
- Website/social media updates; implemented workflow tracking system

Programme Administrator - (Contract) *(Ministry of Education– Jan 2017 to March 2017
ESIAM IT Project)*

- Managed project calendars, scheduling, shared mailbox
- Updated risks/issues/actions; supported financial tracking and documentation

Various Operations, Administration & Office Management Roles

(Multiple Organisations Pre 2016)

(Combined early-career roles across office management, sales support, project coordination, and administration in the UK and Australia)

- Office management, workflow organisation, and BAU support
- Event coordination (corporate functions, large-scale endurance events)
- Sales operations, account management, customer order processing
- Digital content updates, website maintenance, basic marketing
- Reporting for sales, editorial, and leadership teams
- Supporting digital transitions and implementing new systems
- Line management of administrative staff, capability uplift, and performance development

Tools and Platforms

- Microsoft 365 (Exchange, Admin Centre, Intune, Entra, Active Directory)
- SharePoint (site management, lists, content and administration)
- Teams, Planner, OneDrive
- Power Automate, M365 and Cognito Forms
- Word, Excel, PowerPoint
- Lucid (mapping tools)
- CRM platforms (Salesforce)
- Basic website editors & digital content tools

Education

- NZ Certificate in Information Technology Essentials (Level 4)
- NZ Certificate in Adult & Tertiary Teaching (Level 4)
- NZ Diploma in Stage & Screen Arts
- NZ Certificate in Film & Television Production
- NZ Certificate in Media Studies