



Introduction

I am a multi-skilled communications and marketing professional, with extensive experience in tactical planning, advertising management and social media marketing, website maintenance (and design), as well as handling various aspects of stakeholder communication. I excel at working (and managing time) independently. My career has been focused on communications-related activities, including sales and public relations, supported by solid organising skills.

Work Experience / Career History

09/2014 – 10/2015

Sabbatical — freelancing, travel

10/2008 – 08/2014

Marketing Manager: Milpark Education, Cape Town, WC :

Overall brand management, including tactical planning and budget management; coordinating and tracking advertising campaigns; social media management and website maintenance

03/2008 – 10/2008

Business Development Manager, Marcus Evans International, Cape Town, WC:
Promoting exclusive conference sponsorship opportunities to international clients

05/2007 – 03/2008

Part-time promoter, The Wine Yard, WC:
Promoting a range of (mostly local) wines by hosting tastings at select venues

08/2006 – 02/2007

Office Manager, Northern Cape Property Developers, Cape Town, WC:
General office management, including liaising with third party suppliers, property management partners and maintenance teams

01/2006 – 06/2006

Sabbatical — travel South America

Education

BA Communication: RAU / University of Johannesburg (UJ): 1991

BA (Hons): International Politics & Political Communication: UNISA 1994 (4/6 modules)

BA (Hons): Communication (Research) / Organisational Learning: UNISA 2004 (2/4 modules)

Marketing Research Certificate: UNISA Bureau for Marketing Research: 2007

01/2003 – 12/2005

Asst Company Secretary & PR Officer, MKB Grain Farmers, Moorreesburg, WC:

Key responsibilities included compiling minutes of board meetings, official reports and newsletters; liaising with shareholders, directors and management; administration of internal shares trading; coordination of sponsorships; managing advertising campaigns and media liaison

Earlier Career History:

1999 – 2002

Marketing, Sales & Admin: Brick & Tile/De Hoop Farms, Paarl, WC

1998 – 1999

Manager Foto First Franchise, Vredenburg, WC

1996 – 1998

Tourism & PR Officer, Hopefield Municipality, Hopefield, WC

1994 – 1996

Admin & Accounts Assistant, SDB Accountants, Montagu, WC

1993 – 1994

Reading lab/part-time facilitator, Technikon Northern Transvaal, Pretoria, GAU

Continuous Development

- Professional Presentation Skills
- Writing for Public Relations
- Writing for the Web
- Search Engine Marketing
- Social Media ('Buzz') Marketing
- Prince2® Foundation
- **Prince2® Practitioner**

Workplace Skills

- Marketing Strategies
- Advertising Management: Digital/ ATL/BTL
- Social Media Marketing
- Public and Media Relations
- Newsletters and mailer campaigns
- Proofreading and editing
- Budget Planning and Control
- Database maintenance
- Power Point presentations
- Project Management
- *Communication*
- *Time Management*
- *Organisation*
- *Problem Solving*

Applications

- MS Office: Word, Excel, Powerpoint
- Google Adwords (search campaigns)
- Google Analytics
- Survey Monkey
- MailChimp, Graphic Mail
- Basic html
- Design: InDesign, Photoshop
- CMS including Wordpress