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Position Applied For:

Marketing & Communications Officer

Candidate Name:

Merethe Gooding

MPC Consultant Name:

Elmarie Muhl

MPC Consultant's Contact Details:

(031) 562 8001

Date Referred:

09/11/2016

Personal Details

Surname :

Gooding

First Names :

Merethe

Nationality :

South African

Language Proficiencies :

English and Afrikaans

EE/AA Status :

None (White female)

Availability :

One week

Career Summary

Company

Position

Duration

Self-Employed

Marketing & Events Consultant

Feb 2015 to Present

Altech Multimedia (Pty) Ltd

Marketing and Events Coordinator

2004 to Jan 2015

Teljoy Cellular Services

Key Accounts Executive

1997 to 2000

Academic History

Qualification :

Diploma - Marketing Management

Date Completed :

2012

Institution :

The Independent Institute of Education

Qualification :

Matric

Date Completed :

1986

Institution :

Duneside High School (Namibia)

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Computer Skills

Programs/Systems :

MS Word, Excel, PowerPoint, Access, Outlook, MS Project , Adobe Photoshop & Adobe Illustrator

Additional Training and Skills

Proofreading & copy editing certificate - Universal Class Inc.

Press Release Writing course - The On-Line Writers College

Certificate - Business to Business Marketing - UNISA 2006

Certificate - Course in Public Relations - UNISA 2004

Higher Certificate - Commercial Catering - ML Sultan Hotel School 1988

SHORT COURSES

Bytes Technology Project Management Principles and Practices

Vega Brand Communication School - The A to Z of Branding Short Course

Shaw Academy - Diploma in Social Media Marketing (International on-line course)

Shaw Academy Diploma in Digital Marketing (International on-line course)

Shaw Academy Diploma in the Foundations of Graphic Design

Merethe Gooding

Resumé of Career to Date

Company Name :

Self-Employed

Type of Industry :

Marketing

Period of Employment :

February 2015 to Present

Position :

Marketing & Events Consultant

Duties :

Provide marketing support to various clients.

Design and develop marketing literature, ensuring valid, current and accurate content. This includes brochures, company presentations, presentation templates, promotional materials.

Co-Ordinate functions from start to finish.

Provided a Proofreading & Copyediting service

Reason for Leaving :

Would like to re- enter corporate / Looking for stability.

Company Name :

Altech Multimedia (Pty) Ltd

Type of Industry :

Manufacturing

Period of Employment :

2004 to January 2015

Position :

Marketing and Events Coordinator

Duties :

Marketing Management:

Design and develop marketing literature, ensuring valid, current and accurate content.

This includes brochures, company presentation templates and promotional materials.

Responsible for implementing corporate communication plan and strategy for uniformity in message, including templates, logo usage and representation of the brand.

Established websites, including managing the content on the sites to ensure the content is relevant and fresh, and that usage of the websites is tracked and reported on monthly.

Planning and concept development and execution of print and media campaigns.

Event Management:

Identify and manage all local and international trade shows from inception to conclusion, including concept formulation, budget approval and management, supplier / contractor management, management of travel and logistics.

Manage and coordinate hospitality events for customers in the region, including liaising with event management companies and other suppliers, branding the event, organising the guest list and any other organisation required for a successful event.

Identify and manage participation in suitable industry competitions and events (for instance speaking slots at events).

Provide pre-event planner and post-event feedback report.

Responsible for corporate gifts and clothing.

Manage team building activities.

Responsible for the development of the internal electronic company newsletter.

Develop a network of reliable suppliers and manage relationships.

Budget Control & Administration:

Capture service provider invoices on Syspro system and monitor invoice approval on Syspro to ensure payment is made within required timeframe.

Provide input and responsible for the marketing budget and track expenses against budget to ensure spend is kept within budget.

Assist in design, marketing and consolidating material for tender documents.

Legal & Operations Secretary:

Drafting basic correspondence on behalf of Chief Operations Office and Commercial and Legal Director.

Typing of complex legal documents and contracts, technical proposals, specifications, quotations and presentations.

Maintenance, filing and controlling of all legal and commercial documents.

Communicating, liaising and facilitating internally and externally.

Coordinating and scheduling of meetings.

Internal and external clients / customers liaison - local and international.

Reason for Leaving :

Retrenched

Company Name :

Teljoy Cellular Services

Type of Industry :

Telecommunication

Period of Employment :

1997 to 2000

Position :

Key Accounts Executive

Duties :

Established the needs of our key accounts being the Bidvest Group, Unilever Group, Sanlam, Old Mutual and ABSA.

Developed and grew our existing accounts.

Led a cross - functional team with representatives from customer services and accounts so that the Key Accounts received timely and effective support regarding any issue.

Acted as a liaison between Teljoy and the Key Account for all issues.

Managed all product launches and coordinated new product training.

Attended trade shows to review new products on the market.

Reason for Leaving :

Better Opportunity

MPC Recruitment Group | [Insert Consultant's Name Here]

[Insert Position Applied For Here] | [Insert Applicant's Name Here]

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■Candidate Name ■|■Merethe Gooding XE

■MPC Consultant Name ■| ■Natasha Hurst