



Simone Smyth

www.linkedin.com/in/simone-smyth-185a94164

ABOUT ME

I am a motivated individual with a versatile background, with a proven track record as an accomplished marketing consultant within the financial services industry, coupled with my recent immersion in software development. I am eager to bring a unique blend of expertise and a fresh perspective to the table.

PERSONAL DETAILS

Gender: Female

Race: White

Nationality: South African

Languages: English & Afrikaans

EDUCATION

- **DSM (Digital School of Marketing) – 2021**
 - National certification of Advertising & Advanced Digital Marketing
 - Brand Management Course (MICT Seta ACC/2017/07/0096)
- **Inseta (Insurance Sector Education and Training Authority)**
 - FETC: Short Term Insurance NQF L4
- **CTU Training Solutions – 2023 – 2025**
 - **Software Development**
 - Computer Architecture
 - Cloud Fundamentals
 - Core Web Development
 - Digital Literacy & Proficiency
 - Ethics and Network Architecture
 - Principles of Programme Design
 - Programming with Python
 - Robotic Development
- **Doxa Deo College (IEB examination) - 2010**
National Senior Certificate

WORK EXPERIENCE

Karis Properties – October 2022 - Present
Brand Innovator

Duties:

- Cultivating and Upholding the Brand Image
- Developing and Executing Email Campaigns
- Maintaining a Social media presence & creating relevant online content
- Designing Branding Material
- Spearheading Property Promotion via Strategic Marketing Endeavors
- Create Comprehensive Training Manuals
- Orchestrating and Coordinating Meetings

Pretorium Trust – September 2018 – September 2022
Marketing & Insurance consultant

Duties:

- Manage Sales & Marketing, including campaign monitoring
- Expand customer database & pursue new business opportunities
- Write short-term insurance policies
- Create marketing content for social media, banners & brochures
- Nurture client relationships via various channels
- Produce reports, correspondence, and handle data in CRM
- Execute intermediary services per FAIS act

Fidius – July 2015 – August 2018
Executive Client Portfolio administrator

Duties:

- Support financial planner with portfolio administration, FAIS-compliant intermediary services, and executive tasks
- Manage tasks via email, voice, and telephone; prepare reports; handle CRM data
- Maintain client relationships and liaise with service providers
- Execute meeting minutes, manage instructions, and review client portfolios

BB Ford Menlyn – April 2014 – July 2015
Finance & Insurance Assistant

Duties:

- Support client finance arrangements for vehicles, from application to contract signing
- Process applications, gather documents, and facilitate approvals
- Handle contract requests, pay-outs, and sell Value Added Products & Services
- Aid sales staff in deal closure

Jean Lung – April 2011 - March 2014
Au Pair

Achievements

- ☐ Microsoft Certified: Azure Data Fundamentals
- ☐ Information Technology Specialist in Python Certificate
- ☐ Google Certification – The Fundamentals of Digital Marketing

REFERENCES

Company name: Feather Communication

Contact Person : Jean Lung

Position: Owner

Contact Details: 082 987 2345

Company name: BB Ford Menlyn

Contact Person : Lajouka Mills

Position: Finance & Insurance Manager/ Supervisor

Contact Details: 071 646 2113

Company name: Pretorium Trust

Contact Person : Charlotte Prinsloo

Position: Insurance Manager

Contact Details: 065 954 9953