

A dynamic, intelligent, strategic and driven individual with extensive working experience in Africa. A lifelong commitment to working in Africa on projects which not only serve and develop communities, but also deliver to present and future needs. Locations worked in include Botswana, Cape Town, Mozambique, Uganda, Tanzania and Johannesburg. A self starter and logistical problem solver who is able roll her sleeves up and deliver practical physical solutions as well as adding value with marketing, PR, communication & organisational skill sets to projects, regardless of size and, in addition, is a proven successful fundraiser and campaigner.

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## EMPLOYMENT HISTORY

### **PIM Capital, Mauritius**

**February 2024 – Present**

#### Compliance Analyst / Marketing & Projects Manager

- Onboarding, KYC, File Reviews and Risk Assessments.
- Creation of Work Flows, Standard Operating Procedures and Client Database.
- Implementation of Screening Software and Entity Management Software.
- Re-designed Website, Fact Sheets and other Marketing materials.
- Systems design and update.
- Data management.

### **L C Abelheim, Mauritius**

**January – December 2023**

#### Compliance Assistant and Review Officer

- Onboarding, KYC, File Reviews and Risk Assessments.
- Creation of Work Flows, Standard Operating Procedures and Client Database.
- Implementation of Screening Software and Entity Management Software.
- Re-designed Website, Fact Sheets and other Marketing materials.

### **African Evolution Consulting, South Africa**

**2016 – 2023**

#### Owner / Consultant

- Consultancy firm specialising in Strategy, Systems, Marketing, Corporate Social Investment, Social Responsibility and Sustainability for the Tourism and Hospitality Industry.

### **ResRequest, South Africa**

**April 2012 – January 2016**

#### Consultant

- Assist clients to draw up and implement the necessary processes to get the most out of a Business Management tool – covering Reservations, Property Management, Financials, Marketing and Reporting.

### **Tanganyika Wilderness Camps, Tanzania**

**October 2011 – December 2011**

#### Management Consultant – Reservations and Systems (3 month contract)

- Implemented systems to improve functioning of Reservations office.
- Uncovered extensive fraud – implemented systems to ensure it could not be repeated.
- Restructured Reservations office and retrained all staff.
- Compiled Reservations Manual documenting all Reservations procedures and processes.

### **Independent Consultant, South Africa**

**January 2011 – October 2011**

#### CSR / Strategy Consultant

- Consulted to various companies on how and where to invest their social investment spend

### **Wilderness Safaris, South Africa**

**May 2009 – December 2010**

#### Marketing / Children in the Wilderness (Part Time)

- Communications Department.
- Coordinator of the Children in the Wilderness programme in South Africa.

### **The Western Union Foundation, South Africa**

**May 2009 – December 2009**

#### Africa Coordinator (Part Time)

- Coordinate all Foundation activities in Africa
- Identify reliable NGOs in various countries across every region in Africa
- Identify projects that meet platform requirements (education and economic development).
- Secure support for projects, and for ensuring all requirements are met to fund and launch projects.
- Report to the Board on strategy for 2010.

**The Liliesleaf Trust, South Africa****February 2009 – September 2009**General Manager

- Train and manage 20 member staff complement
- Implement new marketing strategy and facilities management systems
- Assist with Exhibit development and Research
- Create and implement stock control systems, system for tracking visitor stats and new marketing tools

**Volunteer, East Africa (Uganda and Tanzania)****October 2008 – January 2009**

- Wrote a proposal for commercial sponsorship from a multi-national bottled water company.
- Dealt extensively with government officials and community leaders to ensure that the project was delivered.
- Developed education programme around water issues: conservation, catchment, purification and irrigation.
- Created and implemented a computer education course for the management of a successful, sustainable and wide-reaching community project.
- Assisted with the creation a micro-finance project, and the education around it.

**John Humble – Author, UK****April 2008 – October 2008**Research and Editorial Assistant

- Research and editing of a forthcoming book (due for publication in 2009) on Global Sustainability. Areas of research and dissemination include:- Population Growth, Energy Supplies, Water and Food Supplies, Planet Sustainability, Biodiversity, Global Health, Climate Change, Financing a Sustainable World, Conflict.

**Uncharted Africa Safari Co., Johannesburg****March 2007 to April 2008**Sales & Marketing Manager

- Devised the Marketing plan, Strategy and Budget for 2007 and 2008
- Set strategy and corresponding budget for 2007 2008.
- Increased business from 3 potentially explosive markets: USA, Italy and Germany
- Responsible for staff training and development.
- Responsible for the design of all marketing materials and operational manuals, including the website.

**Benguerra Lodge, Mozambique****September 2004 – March 2007**Sales & Marketing Manager

- Enhanced the Company's community development projects in Mozambique
- Initiated fundraising strategies.
- Raised the profile of the organisations ethical and conservationist activities and culture.
- Delivered record departmental profits
- Increased bednights by 68% over 2 years.
- Reduced marketing spend whilst considerably increasing income.
- Designed and implemented global marketing strategy, and created new brochure and website

**Uncharted Africa Safari Co., Botswana****May 2002 – August 2004**Marketing Manager

- Branded Uncharted Africa Mobile Expeditions (not previously marketed as a separate entity)
- Successfully introduced the Mobile Expeditions to 2 new lucrative markets: USA and Italy.
- Conceived, designed, created and placed all promotional materials:

**Associated Magazines, Cape Town****December 2000 – April 2002**PR Assistant / Events Co-ordinator / Assistant to the Publisher

- Myriad of 'Girl Friday' positions including the co-ordination of Oprah Winfrey's visit to the country and the launch of her magazine.

**Women Demand Dignity, Cape Town****Aug 2001 – Dec 2001**Campaign Co-ordinator

- Organised the 2001 Women's Rally Against Violence Towards Women and Children, in conjunction with the Archbishop of Cape Town's Men's March.
  - Fundraised substantial money from blue chip companies and wealthy individuals
  - Created sponsorship opportunities (advertising, t-shirts, caps, posters, flyers and entertainment) to build lasting partnerships.
  - Marketed the event – making it the most well-known and well-attended in the campaign's history
  - Successfully promoted the event, free of charge, in the National media (print and broadcast) through sponsored adverts, press releases, press kits and editorial.
  - Wrote all proposals and reports for Norsad – the primary sponsor.
  - Constructed the entire programme for the day, and co-ordinated transport for over 1000 women and children.
  - Contracted to work solo on this campaign with various International Aid Organisations, high powered Parliamentarians and influential individuals.
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