

THATO KOBILE

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SUMMARY

Reliable, ethical, and talented Communications and PR Specialist with a demonstrated record of success in stakeholder relations, media relations, digital marketing, customer relations management campaign strategies. Successful at overseeing all stages of initiatives, building positive relationships, loyalty to a brand and promoting products with innovative and forward-thinking approaches. Well-versed in tracking traditions and digital marketing trends and capitalizing on opportunities. Founder of Curved Venus a fashion, wellness, and communications company.

SKILLS

- CRM Campaigns Strategies
- Marketing Campaigns
- CMS (Hubspot, Mailchimp, SendinBlue, Asana, Monday.com)
- Stakeholder Relationship Building
- Loyalty programme (Loopy Loyalty, Smile.oi)
- Digital Marketing (Hootsuite)
- Project Management (Monday.com, ASANA)
- Media Relations (Meltwater)
- Product Promotion
- Verbal and Written Communication
- Database Management (Mailchimp, Hubspot, SendinBlue, Click-A-Tell, Zoomconnect)
- Customer Retention Strategies
- Google Analytics
- Google AdWords
- Social Media Campaigns
- Eventing
- Brand Placement
- Decision Making
- Service Promotion
- Budgeting and Allocation
- Detail-oriented

EXPERIENCE

04/2024 to 09/2024

Communications and Public Relations Manager

- Developed and implemented effective communication strategies, customer loyalty programs, brand awareness strategies, and customer relations management strategies.
- Developed Strategy for marketing and media relations campaigns for new products, launches, events, and promotions
- Database Management (**Segmentation, innovative ideas, loyalty programme, newsletters, and sms campaigns**)
- Data analysis and tracking (**Meltwater, Google Analytics, Social Pilot, Hubspot**)
- Wrote press releases, website copy, press kits, newsletters, and related marketing materials.
- Thought Leadership Content conceptualising, writing, and dissemination.
- Copy editing for magazine and website.
- Conceptualised and managed the design, content for marketing, social media and media relations and activities.
- Worked closely with the Head of Channel, Marketing, and Brand to generate new ideas and strategies.
- Media relations.
- Stakeholder relations.
- Crisis Communications Management.

08/2018 to 03/2024

- Communications policy development.
- Events Management.
- Prepared detailed reports.
- Budget Management.
- Managed photography, videography and/or press coverage for special events.
- Supervised projects to ensure all content is publication-ready (Asana CMS)
- Oversaw and produced a broad array of digital and print promotional and communication materials
- Planned, prepared, and distributed original promotional content such as articles, news and press releases, email, blog, and social media posts
- Promoted and represented the company at special events and functions; reported on corporate milestones and activities such as company goals and projects, new products or services, community service activities, and new hires, promotions, and retirements
- Managed employees (**Graphics designers, Videographers, photographers, Marketing, Social Media Marketing, and Webmaster**)
- Participated in Manco meetings and presentations

Digital Communications Manager **Market Theatre Foundation (NPO)**

- Developed creative and strategic direct marketing campaigns to effectively reach and engage target audiences
- Implemented marketing promotions and campaigns with precision and attention to detail, ensuring seamless rollout
- Data analysis, tracked and analyzed the performance of marketing interventions, providing insights and adjustments to optimize results (**Social Media insights, Google Analytics, Shopify, Yotpo, Mailchimp**)
- Database Management (**Segmentation, innovative ideas, loyalty programme, newsletters, and sms campaigns**)
- Presented ideas in line with company goals, collaborated and brainstormed with sales, marketing, social media, and brand departments to devise campaigns and coordinate with advertising
- Managed CRM and CMS (**Mailchimp, SendinBlue, Hubspot, Shopify.com, Zoomconnect, Wordpress**)
- Content Conceptualizing of website look and feel and copy, social media, infographics, videos, posters (**Indesign, Canva, Capcut, Filmora, Adobe pro**)
- Event Management (**theme, venue, invitation design, guest list compiling, RSVP list management, decor, food and drinks**)
- Partnered with internal business stakeholders, subject matter experts, and thought leaders to develop internal and external content to highlight purpose-driven projects and unique culture
- Managed social media accounts and supervised social media content creators
- Wrote copy for External and internal newsletters, marketing material, website, social media campaigns
- Managed social media content creators' accounts by composing content, engaging with followers, monitoring activities, and researching trends
- Blogging, content generation, engagement, social networking (for productions and events), community development projects.

- Monitored trends in social media, social media tools, applications, and channels, and applied that research
- Budgeting and reporting

08/2013 to 07/2018

Online Projects Coordinator

The Market Theatre

- Coordinated the content generation and functionality of the MTF website, including photo uploads and press-related stories to enhance the time spent on the site
- Researched and executed the staff intranet and internal communication
- Created, implemented, and managed comprehensive social media strategies for MTF
- Wrote and compiled internal and external newsletters
- Defined social media programs, including creating apps that use social media techniques to increase visibility, followers/fan/member base, interaction, and traffic on the MTF web and social online sites
- Researched new and alternative ways to leverage social media activities and experimented with these
- Monitored trends in social media, social media tools, applications, and channels, and applied that research
- Coordinated with and educated clients and internal teams and others on incorporating relevant social media techniques into the company and relevant projects
- Measured and reported on the impact of social media on overall marketing efforts
- Blogging, content generation, engagement, social networking (for productions and events), community development projects, and management of the digital space for the MTF
- Coordinated and briefed all digital service providers to maintain good relationships with clients, suppliers, and media owners, ensuring campaigns were implemented and managed efficiently and optimally
- Budgeting and reporting

10/2007 to 07/2013

Database Management Officer

Market Theatre Foundation

- Maintained and updated the existing database
- Data Analysis
- Increased the database through innovative means
- Continuously worked through the existing data to ensure it was up to date
- Reviewed all returns post-mailing campaigns to make any necessary corrections
- Managed the membership scheme
- Wrote and distributed SMSs and bulk emails for all productions and events
- Expanded business operations through new process development and strategic planning
- Brainstorm ideas with Marketing, Sales, and Brands department

02/2004 to 11/ 2006

VCT Counsellor

Greenvillage Clinic

(Voluntary Counseling and Testing)

Education and Training

Current	BA in Strategic Brand Communication Vega School of Advertising
12/2021	National Diploma: Public Relations Rosebank College
10/2013	Professional Diploma: Brand Building Strategies Vega School of Advertising Introduction to eMarketing, overview of the digital landscape, Principles in crafting a successful eMarketing strategy for building valuable relationships with consumers taking CRM and the Law on Privacy into consideration, New Media channels and tools and Digital Media Law, and Website
01/2000	Matric Lenasia Secondary School English, Afrikaans, Mathematics, Accounting, Physical Science, Geography and Typing.

REFERENCES

- **James Ngcobo** – Johannesburg Theatres, Artistic Director, Telephone: 0825682640 (Former Manager)
- **Denise Rapitsi** – City of Johannesburg, Marketing Director, Telephone: 0788532441 (Former Manager)
- **Nivasha Hardev** – ABSA BANK, Digital Banking Manager, Telephone: 0743519911 (Former Manager)
- **Mavis Nengovhela** - The Market Theatre Foundation, Position: Front of House Manager, Telephone: 0828722725 (Former Manager colleague)
- **Thabo Tsokela** – AUSA, Operations Manager, Telephone: 0735566328 (Former Manager and Union Representative for Shopsteward position)