



# Faieza Ali

Curriculum Vitae (CV)

## What job i'm looking for? My positive points

Experienced Advertising and Marketing professional with strong leadership, relationship building and client liaison skills. Meticulous in work ethics, excellent at juggling multiple tasks and working under pressure. Broad based experience across diverse industries including Health Care, Retail, Construction, FMCG and Manufacturing. Skilled Graphic Designer, Advertising and Marketing Strategist. Creative with flexibility in line with the constantly changing trends within the advertising and marketing sectors. Disciplined yet dynamic in dealing with staff and clients. Hands-on and keeping up with cutting edge innovation. Excellent interpersonal and communication skills, both written and oral. Focused leadership qualities include the ability to educate, motivate, mentor and lead effectively. Deadline and performance driven, resourceful, positive, dedicated, proactive, dependable, resourceful, client-focused, articulate and analytical.

Preferred occupation	Advertising Marketing Events Ads, marketing jobs
Preferred work location	Durban City KwaZulu-Natal

## Contacts and general information about me

Day of birth	1964-06-18 (60 years old)
Gender	Female
Residential location	Johannesburg Gauteng
Telephone number	<i>Information is available only for registered users.</i> <a href="#">Sign in</a>
Email address	<i>Information is available only for registered users.</i> <a href="#">Sign in</a>

## Work experience

Working period **nuo 2017.02 iki 2017.08**

Company name Eighteen13 Boutique Wine Company

You were working at: Marketing managers

Occupation Event & Marketing Manager

What you did at this job position? 

- Responsible as events coordinator
- Manage the event team
- Assist with administration where necessary
- Assist with the re-launch, ensure old customers return, get new customers,
- Expand client base and contact list
- Source, arrange and organize both corporate and private events, festivals, tours and being supplier of choice for function venues
- Promote the venue
- Generate weekly events
- Implement and manage on going events
- Assist at internal events where necessary
- Source new clients and activate/inactivate clientele
- Identify new opportunities for bringing about innovation in event themes
- Discuss specific requirements and expectations with clients
- Manage and develop a strategic plan of action to ensure that the cost of the event remains under the pre-determined budget
- Provide client with detailed proposals that included quotations, menu options and entertainment where necessary
- Implement plans for events as per legal guidelines and regulations
- Design and advise on creative and suitable event layouts both surface area and tables as well as themes as per client's specifications
- Communicate with professionals, including venue management, stand designers, caterers, contractors and equipment rentals to ensure efficient running of the events
- Brief and guide temporary and existing staff prior to the event to ensure all operations and duties are executed as per clients' guidelines and expectations
- Manage event and marketing budgets
- Initiate proposals, quotes and invoices for events and sales
- Reconcile PNL for all events and report to the Director

Working period **nuo 2013.03 iki 2015.07**

Company name Melton Adhesives (Pty) Ltd

You were working at: Marketing managers

Occupation Marketing and Sales Manager – Consumer Division

What you did at this job position? 

- Establish and create a brand consumer range
- Achieve a personal sales target of over R700k per month
- Equip the sales department with pertinent sales material and tools
- Facilitated and successfully obtained listings at blue chip companies
- Focused on staff relationship building and saw an overall improvement of staff morale by rewarding loyalty and commitment
- Managed and tracked budgets
- Achieved a 15% increased Key Account sales
- Developed budgets and effective budgetary compliance through sound negotiation
- Applied micro-economic principles to enhance business performance
- Implemented critical time lines
- Developed, planned, marketed and executed events, and product promotions
- Facilitated critical meetings
- Managed client damage control
- Effectuated inspired and attractive client presentations and product launches

Working period **nuo 2006.07 iki 2012.11**

Company name Botanicare Health

Occupation Sole Member

What you did at this job position? • Successfully established my own business and accelerated its growth increasing market share within two years in the Alternative Medicines Industry • Plan and execute all aspects of business growth and product development • Document, comply and monitor all regulatory aspects of the Medicines Control Council of South Africa (MCCSA) • Create, Manage and track budgets • Manage and train staff to effectively produce and market products within the company's basket • Advertising and Marketing strategies • Work directly with Medical Wholesalers and Cash and Carry Groups to establish Sales and Listing • Negotiate pricing structures • Ensure good pharmaceutical practices and corporate governance • Develop processes for employee evaluation which resulted in marked performance improvements • Plan and execute all aspects of office administration

Working period **nuo 2004.05 iki 2016.05**

Company name Wellco Health

Occupation Brand Manager

What you did at this job position? • Formulate and implement market strategies which results in increased sales performance • Effect successful event/product roll outs within targeted market sectors • Product research and development • Research and report on Competitor and Consumer behavior • Manage and track budgets • Provide ongoing Market and competitor/consumer behavior assessment • Brand management for: 1. KGB Anti Hangover 2. NutriMax Health Nutrition 3. Herbology Range 4. Essentials Nutrition 5. Igugu Lempilo (African Traditional Medicines)

### Education

Educational period **nuo 1982.02 iki 1984.11**

Degree Diploma

Educational institution DUT ex ML Sultan Technikon

Educational qualification National Higher Diploma - Graphic Design

I could work Design, Marketing, Events, Copy Writing

### Languages

Language	Speaking level	Understanding level	Writing level
English	fluent	fluent	fluent
Afrikaans	good	good	good
isiZulu	basic	basic	do not know

### Computer knowledge

- Adobe Suite
- Microsoft Office

• Computer literate on both PC and Apple Mac Platforms

**Additional information**

- Macromedia
- Driver licenses

EB Articulated Light Vehicle ≤ 3,500kg

Driver license from 1984-07-00 (40 years)

Salary you wish 20000.00 R per month

How much do you earn now 20000.00 R per month