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Watch my video here: <https://youtu.be/2noRNEZMaI8>

Summary

My recent employment period was for over 25 years and for the last 15 years of that I was extensively involved in organising and managing physical marketing events and conferences within the medical information technology industry.

In the last year I had to rapidly adapt to changes in the market due to COVID-19. This has provided me with the opportunity to create an online events plan to integrate into the business as we move into the new normal within the events industry - making sure your hybrid events model fits your business objectives.

My qualifications in MS Office, Marketing and Time management together with my knowledge of bookkeeping and payroll management have supported me in completing successful tasks, events and projects. Applying these key components has proved to be a great benefit during my role as Senior Marketing Events Manager.

Due to the enormous pressure on the organisation during Covid-19, we have gone through several rounds of redundancies and my journey with Meditech came to an end in February 2021. Although I am unemployed, I am excited to take on my next challenge in the marketing events world.

Skills

- Organisational
- Effective communication
- Attention to detail
- Risk and time management
- Problem solving and negotiations skills
- Leadership and team management

Experience and Work History

Senior Marketing Events Manager (May 2005 – Feb 2021)

I was responsible for end-to-end planning and execution on all physical and online events and conferences for the organisation. My role were very diverse and not limited to events responsibilities. I have supported various other departments in accelerating project success with my project planning, management and communications skills.

My roles and responsibilities include, but were not limited to the following:

- Both physical and online conference planning and management (local & international)
- Organising exhibitions and client roadshows, product launches and surveys to collate feedback
- Assists Marketing Director with various marketing and events responsibilities, including venue RECCE
- Supplier Client Liaison for events
- Manage the creative process for our events and conference assets from concept to completion
- Project managing Designs process of all our promotional material
- Ensure visual communication and brand compliance are adhered to
- Quarterly Departmental feedback and review on events and conference performance
- Lead capture and sales follow-up process management
- CPD (Continuing Professional Development) Applications, certificates and distribution
- Market research, analysis and events budget planning and management
- Managing the full marketing department's allocated budget
- Company team building events
- Staff appraisals
- End-to-end management of tenders process

Event's Organiser - All company events, MEDITECH (2005)

After supporting with a few events projects it was apparent that my skill-set was a lot stronger on the events and project management front, and I was promoted into the role of Events Organiser.

My roles and responsibilities included the following:

- Identify company needs, budget and timeframe
- Organizing facilities, decor, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional material etc
- Managing all project delivery elements within time limits
- Conduct market research, gather information and negotiate contracts. Provide feedback and budget reports to top management in post-event de-brief
- Propose ideas to improve services and event quality
- Communicate all health and safety requirements and management and coordination of supporting staff activities
- Collaborate with Marketing department on promotional and event activities
- Proactively solve all emerging problems on the event day

Payroll Management, MEDITECH (2000)

My next role at MEDITECH was the promotion into a Payroll Management role and responsibilities changed to:

- Using VIP Software
- Company representative : Payroll, SARS and Medical Fund Seminars (Legislation updates)

Bookkeeper, MEDITECH (1995)

I joined MEDITECH as a bookkeeper in 1995, and my roles and responsibilities included:

- Financial Director Assistant
- Working on Turbo Cash
- Upgraded to Pastel.
- Manage General Ledger and Trial Balance.

Work summary prior to 1995

Prior to starting my career at Meditech I had worked at two different organisations as a Personal Assistant to the Directors of those organisations.

A list of my roles and responsibilities included:

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|---|---|
| • Client Liaison | Assist with advertising and marketing of businesses |
| • Accounting reconciliations | Stock purchases |
| • All administrative and accounting matters | Minutes of all meetings |
| • PowerPoint presentation assistance | Organizing product related external exhibitions |
| • Managing Import/Export stock for Clients | End-to-end travel arrangements |

Education

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|---------------------------------------|--------------------------------|
| • Bookkeeper | Certificate in Time Management |
| • Course completion, Microsoft Office | Diploma in Payroll Management |

Interests

Spending time with my family, dancing, reading and photography.

Languages

English and Afrikaans

References

MEDITECH | Celeste Lotz | +27 (0) 83 378 2072 | Line Manager

MEDITECH | Dr. Ntombi Mutshekwanani | +27 (0) 83 293 4803 | Line Manager

MDITECH | Gawie Otto | +27 (0) 82 781 5135 | Director