



# ERICA KLEINE

COMMUNICATIONS & MARKETING PRACTITIONER  
STRATEGIC CONSULTANT  
PROJECT & EVENT MANAGER  
ENTREPRENEUR

## PROFILE

I am a communications and marketing practitioner, strategic consultant, project and events manager, and entrepreneur. I originally started my career as an advertising copywriter, and went on to freelance, offering a variety of communications and consulting services across a range of media and sectors.

## PERSONAL

LANGUAGES: English, Afrikaans  
DOB: 04 November 1971  
NATIONALITY: SA Citizen  
DRIVER'S LICENCE: Code 8 (Light Motor Vehicles)

## EDUCATION

'90-'92 **University of KwaZulu-Natal, Durban**  
BA (English & Psychology)

### Stellenbosch University

'07-'10 (Part-time or Short Courses)

- Web Communication: Electronic Paper
- Designing & Writing Web Texts
- Writing for the Media (Level I)
- Using Graphic Design to Communicate
- Children's Book Illustration

## PART-TIME/SHORT-COURSE DIPLOMAS ('90-'16)

**AAA School of Advertising**  
Copywriting

**Cape Peninsula University of Technology**

- Freelance Journalism
- Scriptwriting for Film & Television

**Bush Radio**  
Radio Production & Presenting

**City Varsity Cape Town**  
Basic Photography

**Inspiring Women Network**  
Leveraging the Power of the Internet Workshop

**Michigan State University (via Coursera)**  
Design and Make Infographics

**Kennesaw State University, Atlanta (via Coursera)**  
Business Model Canvas: A Tool for Entrepreneurs and Innovators

**Simply Put Consulting**  
Social Media Workshop

**Real Entrepreneur Network**  
Entrepreneurial Skills Workshop

**Lifeline**  
Personal Growth & Counselling Skills

## CONTACT

I am based in Plumstead, Cape Town, SA  
+27 83 332 9785

notjustaprettyface@gmail.com  
[www.ericakleine.yolasite.com](http://www.ericakleine.yolasite.com)

<https://za.linkedin.com/in/ericakleine>

Powtoon CV: 'Erica Kleine... or, why you should hire me'

## IN A NUTSHELL

I approach life and work in a hands-on, do-what-needs-to-be-done, kick-butt, leave-no-prisoners, no-nonsense, tell-it-like-it-is, the devil-is-in-the-detail but remember-to-have-fun manner.

## I OFFER

To facilitate, inform, inspire, motivate and promote using my communication, organisational and managerial skills. I thrive in creative, constantly evolving and challenging environments.

## STRENGTHS

I excel at working co-operatively and collaboratively with colleagues to connect people and opportunities. I love collecting the information and resources needed to produce amazing outputs, and curate fabulous, unique creations.

## KEY SKILLS & COMPETENCIES

- Writing, editing, sub-editing & proofreading: above- & below-the-line copywriting, media liaison, promotion, PR & marketing, newspaper, magazine, web/digital/social media, marketing, corporate, internal communications, scripts, textbooks.
- Digital publishing/content production & editorial management (including traffic & studio direction).
- Event & project conceptualisation, incubation & operational management (specialising in SMMEs, informal or street traders/vendors & high-end exhibitors in informal retail settings/markets / exhibitions & eventing environments).
- Strategic & creative consultation & innovation (including high-level planning & disruptive processes).
  - Project conceptualisation, incubation & operational management.
- General business & operational management.

## OTHER EXPERIENCE INCLUDES

- HR & team management (recruitment, management, training & development).
- New business development, sales, customer relations, client liaison.
  - Revenue & finance management.
  - Radio production & presenting.
  - Photography, design & illustration.

## AREAS OF SPECIALISATION

- The creation of content for/editing of niche articles & publications (printed and electronic).
  - The setting up/management & promotion of exhibitions and special market-related events.
- Consulting for venues/outlets/organisations wishing to incorporate traders/SMMEs into their activities.
  - Organising & co-ordinating expo's/workshops/speakers/lectures etc.
  - Advising & mentoring entrepreneurs who are operating their businesses in market/exhibition/informal trading type settings, especially individuals/businesses needing better exposure & marketing.
- Keeping track of global lifestyle & technology trends so as to offer a comprehensive, cutting-edge service.
  - Producing marketing/digital material to assist individuals/businesses achieve greater exposure & market-share.

## RECENT WORK EXPERIENCE

**STRATEGIC CSI CONSULTANT/PROJECT MANAGER (Contractor)**  
**Metropolitan Health Group/MMI Foundation: March 2014 – Present (CT)**  
Oversight & management of various MH/MMI-funded projects including the Suurbraak Community Development Trust & the Ukunyamezela Trust.

In 2014 I was sub-contracted to the South African Growth Institute (SAGI), a CSI vehicle funded by the Metropolitan Health Group. I worked with SAGI on a number of MHG/MMI sponsored projects, including taking over the management of a Mobile Vending Unit (MVU) initiative consisting of 16 informal traders based in Adderley St, Cape Town.

During this time I also contributed to other SAGI-run projects, namely: the Suurbraak Community Development Trust & Ukamva Ubomi. I was also appointed by SAGI as a Project Manager to an MMI-sponsored initiative: the Mount Arthur Girls' High School (Eastern Cape). Despite doing extensive pre-project proposals & a site-based due diligence exercise, there was unfortunately a restructuring of the project's scope & budget, and a delay in the release of its funding. I therefore elected to take on freelance work until being appointed in February 2016 by the CEO of MMI International as a CSI Consultant to take over the running of SAGI's projects.

**STALLHOLDER & PROVISIONS MANAGER (Contractor)**  
**Community Chest Carnival – Maynardville: Jan-Feb 2015 (Wynberg, CT)**  
Identifying, procuring & managing stallholders/vendors; provisions ordering, requisition & stock issuing for Carnival.

This contract required me to liaise with, recruit and manage a wide range of volunteer, NPO and artisanal vendors/stallholders for the annual Community Chest Carnival in Wynberg. I also had to set up an operational system & manage two staff in ordering & issuing the perishable/nonperishable stock/provisions needed by the Carnival's volunteer 'country' food stalls before & during the event.

**MANAGING DIGITAL EDITOR/SENIOR CONTENT WRITER**  
**Cognician Self-Coaching & eLearning Platform: Jan-Oct 2013 (CT)**  
Creation, production and curation (including writing/editing) of internal and external content. Co-ordination & supervision of a team of writers/content creators, assistant editors, content architects, designers & account managers.

I was responsible for ensuring a high level of accuracy & quality in the conceptualisation, creation, production, execution & curation of content for internal & external clients. I contributed to the company's strategic framework, decision-making, planning & implementation of appropriate content strategy.

I also managed, supervised, mentored, up-skilled & guided a team of content creators & curators (including writers, editors, proofreaders, researchers, archivists & coders).

I was responsible for the project management, traffic & production functions (including planning, scheduling & overseeing) related to internal & external projects of varying scope. I also contributed towards conceptualising, developing & implementing the appropriate content 'voices', style requirements, language conventions & best practices across all projects & clients (both internal and external).

I bring to my work 20+ years of  
communications,  
marketing, eventing &  
project management experience.

## OTHER WORK EXPERIENCE

### **Muizenberg Improvement District** (May-Dec '09)

Media liaison and PR writing for the purpose of raising Muizenberg's profile (short contract).

### **Achievement Awards Group** (May '06-Dec '09)

As Senior Copywriter I did extended periods of contract work for AAG specialising in human performance improvement (incentive programmes). Clients included SARS and Sanlam (e.g. direct marketing and financial copywriting for its Reality programme). My work also included writing and populating web content.

### **Virgin Life Care** ('05 - short contract)

Wrote in-depth set of member wellness profiles.

### **Independent Newspapers** ('03 - short contract)

Wrote advertorial features for the Commercial Features department.

### **Bush Radio (Community Station)**

(Jan '98-Jan '01 - volunteer position)

Received training as a presenter and producer at Bush, and worked there on a live weekly children's show in 2000. I also assisted with the production of several shows on health issues. I represented Bush Radio on a British Council sponsored trip to the UK in 2000, visiting community radio stations and media organisations there. I also attended, as a Bush representative, a local cross-cultural seminar with delegates from Northern Ireland, organised by the Cape Town Trauma Centre, on the effects of violence on the development of young people.

### **Wright & Nuttall Ad Agency** (Jan '96-Jan '97)

Through-the-line Senior Copywriter. I worked with two Art Directors and a Creative Director on a range of above- and below-the-line and direct-mail advertising, including: print, radio, cinema, television, mailers, brochures, leave-behinds, in store material, competition/promotional material, detail aids, dosage indication cards etc. A range of accounts, mainly pharmaceutical.

### **3-D Advertising - now Publicis** (Aug '93-Sept '95)

Below-the-line Junior Copywriter. Design & promotions activity: packaging, promotions & competitions, radio spots, print leaflets, internal-company reports, newsletters, editing & proofing, layout with designers. A wide range of accounts, including blue-chip FMCG corporates.

### **Leisureplan** (March-July '93)

CD-ROM development company catering for the travel and leisure industry, Assisted with management and recruitment of staff. Editing, proofing, copywriting, client liaison, questionnaire development, data capture.

## HONOURS & ACCOMPLISHMENTS

- Conceptualised, launched and ran my own specialist lifestyle market event company & consultancy employing 10+ staff & offering trading/marketing opportunities to 1000s of informal traders from 1997-2012.
- Shortlisted for the Academic & Non-fiction Author's Association of SA (ANFASA) AGSA grant (2010).
- Hiked 300km of the El Camino (Santiago de Compostella) in Spain (2004).
  - Selected to represent Bush Radio in UK on a British Council-sponsored fact-finding trip (February 2000).
    - Winnifred Wilson Bursary (1991 & 1992).
    - Durban City Council Bursary (1991 & 1992).
- Afrikaans-Nederlands Academic Achievement Prize (1991).
  - Dean's Commendation (1990).
  - Emma Smith Bursary (1990).
  - Honours for Academics (1989).

## Personal Qualities

- Creative, confident, motivated, mature, tenacious, eternally curious.
- Voracious appetite for knowledge: excellent research capabilities.
- Excellent communication skills: spoken, written & visual.
- Pay close attention to detail: systematic, thorough and highly organised.
- Good interpersonal and leadership skills.
- High level of interest in global affairs and trends: well-informed/wide general knowledge.
- Work well under pressure, alone or in a group: excellent management abilities – especially WRT groups of people.
- Decisive and practical, yet also lateral thinking.
- Highly adaptable/flexible – solutions-oriented: enjoy challenges, variety and taking responsibility for self & others.

## REFERENCES

- **Ian Davidson** (Director, Ian Davidson Communications):  
ian@iandavidson.co.za, 072 564 6423
- **Barry Kayton** (CEO Cognician Inc.): barry@cognician.com  
(Barry is based in California, email best)
- **Betty Kayton** (Ex-Sub-editor, Commercial Features, Independent Newspapers): bettykayton@gmail.com  
(Betty is based in California, email best)
- **Dominique Whelan** (Art Director Virgin Active):  
dominique.whelan@virginactive.co.za, 084 413 0766

# “ System D ”

My main professional aim is to provide people with information and options for living more productive, authentic, enjoyable, fulfilled and healthier lives.

Besides my communications work, a niche area of focus for me in my career has been the informal economy (or 'System D'). I've worked in this arena to create and execute solutions for mainly subsistence-oriented entrepreneurs who run small and micro-enterprises (SMMEs).

To this end I've specialised in the conceptualisation, marketing and management of market and exhibition events, and informal trading solutions that provide platforms and outlets for SMMEs and entrepreneurs to showcase, promote and sell their products and services.

A large part of what I do involves the promotion and facilitation of these entrepreneurs. One of my main objectives has been to initiate and provide more efficient, credible and commercially viable outlets and tools for them to launch, bootstrap, operate, promote and expand their businesses.

## Since 1997 I've launched & run various artisanal and lifestyle markets & exhibitions:

- Holistic Lifestyle Fair (Observatory & Gardens)
- Streetopia Market hosted by Afrikaburn (Observatory)
- City of Cape Town Heritage Week 'Local is Lekker' Market
  - Cape Town Summer Market (Lifestyle Section)
    - River Club Boutique Market
    - Kalk Bay Fresh etc Market
  - The Vintage Fair (Old Biscuit Mill, Woodstock)
    - Muizenberg Community and Kite Festivals
      - Obs Street Festival Market
    - Noordhoek Farm Village Craft Market
    - Lifestyles on Kloof Organic Food Market
    - Art of Living Festival Farmers' Market

I also consult for clients (e.g. Home Improvers' Expo, V&A Waterfront, Artscape Theatre, Tygervalley Centre, Lifestyles on Kloof) RE hosting SMME vendors.

## SAMPLE OF DIGITAL CONTENT PRODUCED:

[www.decorland.co.za/blog](http://www.decorland.co.za/blog)  
[www.wheretostay.co.za](http://www.wheretostay.co.za)  
[www.cognician.com/products](http://www.cognician.com/products)  
[www.lessonslove.wordpress.com](http://www.lessonslove.wordpress.com)  
[www.samarketmaven.wordpress.com](http://www.samarketmaven.wordpress.com)  
[www.soulgrow.wordpress.com](http://www.soulgrow.wordpress.com)  
[www.ericakleine.yolasite.com](http://www.ericakleine.yolasite.com)  
[www.carefullycurated.yolasite.com](http://www.carefullycurated.yolasite.com)  
[www.facebook.com/SPMarketCompanysGarden](http://www.facebook.com/SPMarketCompanysGarden)

## COMMUNICATIONS BACKGROUND

Since 1993 I have worked as a communications practitioner: writer, journalist, author, editor, proofreader, scriptwriter and content producer.

Besides working for several years as a copywriter in the advertising and marketing industry, I have also written for and edited in an extensive variety of mediums, on subjects including education, human performance and motivation, travel, lifestyle and design, entrepreneurship and business, ICT, Corporate Social Investment (CSI), biographical profiles and health.

In 2006 I authored a textbook for Pearson Education (Maskew-Miller Longman) in the FET College series: 'Business Practice' Level 2, Grade 10 (published 2007).

Other companies for which I've done work include:

- Cognician Self-coaching & eLearning Platform
  - Triologue Publications (CSI -Handbook, e-Business Handbook)
  - nlighten Customer Experience Consultants
    - World Wildlife Fund (WWF)
  - Valiant Media (boutique Cape Town publisher)
    - Cape Media Publications (Leadership, Opportunity, Black Business Quarterly, Achiever, Blue Chip, Explore South Africa)
    - Mafube Publishers (Enterprise Magazine)
      - Isikhova (SA Jewellery News)
        - Virgin (Virgin Life Care)
  - Independent Newspapers (Commercial Features)

Besides doing features, media releases, investigative pieces, reviews and reporting, I have written many commercial features (advertorials), and marketing/direct marketing, general public relations and internal communication pieces.

I also write digital and social media content.

I've sub-edited Leadership and Explore magazines, and proofed the 2003/2004 e-Business Handbook, the 2013 'World's Greatest Cycle Tour' collectors' book, and the 2014 Mercedes-Benz 60th Anniversary in SA commemorative collectors' book.