



# Pleiades Alberts's Profile

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My testimonials can be found on <https://za.linkedin.com/in/pleiaalberts>

## About Me

📍 Gauteng, Johannesburg Region, Randburg  
🗣️ English, Afrikaans  
👤 White Female with no disability

🌐 South Africa Citizen  
🚗 B - Light Vehicles up to 3,500kg

## More About Me

I currently work as a Business and Operations Manager where I get to apply my extensive experience in planning, organising, project management, people management, database builds, social media management and strategy, marketing, and writing skills on a daily basis. I completed a Digital Marketing Course (Red & Yellow School) with a first-class distinction and I'm a Certified Quirk Digital Marketer.

## My Career Status

### Current / Most Current

Business and Operations Manager  
Highest Qualification: Diploma

### Notice Period / Availability

Immediate

## My Career Summary

Company	Position	Duration	Permanent / Contract
Fairy Godmother Inc.	Business and Operations Manager	July 2018 - Current	Contract
SA Accounting Academy	CPD Marketing Relationship Social Media Manager	May 2017 – June 2018	Permanent
SA Accounting Academy	Conference Producer	May 2016 – May 2017	Permanent
Condriac Digital Communications	Content Lead	Oct 2015 – Nov 2015	Contract
Premium Prizes	Social Media Manager	Feb 2011 – Oct 2015	Permanent
Connold & Associates CC	In-House Recruitment Consultant	Aug 2003 – Feb 2011	Permanent
Cozens Recruitment Services	Personnel Consultant	Jan 2003 – Aug 2003	Permanent

# My Employment

## Business and Operations Manager at Fairy Godmother Inc.

July 2018 - Current

Temporary Management position in Gauteng, Johannesburg Region

To understand the business vision, to co-create the business strategy with the business owner and to then be responsible for the implementation of that strategy and the measurement of the results. To also manage the operations of the business to free up the business owner's time for further product development and creation.

The main functions of the position are:

- Co-creator of the business strategy
- Measurement and reporting of all digital marketing activity, costs, results
- Oversee implementation of digital marketing campaigns
- Creating campaign calendars and schedules
- Creating project plans and managing projects
- Project management of campaigns
- Managing suppliers and internal staff
- Testing, proofing copy and technology to ensure effective program delivery
- Testing of website and all campaigns before going live
- Managing all budgets – events, programs, digital marketing
- Event project management, planning, logistics, venues, collaborators, sponsors, proofing content, onsite management, budgets
- Ensuring systems and processes are documented in the operations manual
- Merchandising
- Start changing two programs into evergreen products and managing Facebook Group logistics around the implementation

In this position, I am required to work using my own initiative, be proactive approach, exercise excellent organisational, written, time management, communication and interpersonal skills, with a high level of accuracy and attention to detail.

Accomplishments:

- Implementing new GDPR, and privacy policies
- Assisting with implementation and testing of new website launched July 2018
- Setting up & maintaining metrics dashboard and creating instruction video and operations manual for the process that can be easily followed
- Creating detailed actual vs budgets for various current programs and conferences
- Event management at 4 events in July and August (including Cape Town)
- Source and oversee video recording of Financial Confidence Conference, manage film editor, upload 14 separate edited sections to YouTube, create Leadpages for all videos and write the marketing material for the audio and visual package to be resold
- Learning Basic Ontraport and LeadPages with minimal training
- Begin conversion of two programs to evergreen products, including Facebook Group strategy
- Sourcing all blogs from previous website, rereading and looking for blogs that can be repurposed, reword selected blogs, work with web designer to upload and schedule all new blogs (20+ new blogs).

Reason for wanting to leave: Company not meeting projected financial targets

## **CPD Marketing Relationship Social Media Manager at SA Accounting Academy**

May 2016 – June 2018 **(Promotion)**

Permanent Management position in Gauteng, Johannesburg Region

My function is to produce high-quality, market-led CPD (Continuous Professional Development) seminars and webinars featuring the most relevant and topical subjects and leading speakers that will attract both delegates and sponsors to attend, thereby maximizing the revenues and profitability of the events.

The main functions of the position are:

- Research into topics
- Phone and internet research
- Compiling comprehensive strategy and marketing document for the seminars
- Compiling surveys and creating evaluation forms
- Sourcing & inviting speakers, fee and contract negotiations
- Arranging recording and studio time for presenters in advance
- Writing website copy and marketing mailers
- Sourcing media partners and potential sponsors
- Onsite event management of Johannesburg and Pretoria seminars
- Ensuring all presenter logistics are managed on time and within deadlines
- Ensuring between 2-5 webinars are arranged per month and run on time
- Working closely with sales team, operations director and web developer to ensure maximum effectiveness of all seminars and webinars
- Social media management and marketing of the conference (new function)
- Maintain professional relationships with SAIBA, SAIT, Tax Faculty, ICBA, AcademyOne

In this position, I am required to work using my own initiative, be proactive approach, exercise excellent organisational, written, time management, communication and interpersonal skills, with a high level of accuracy and attention to detail.

Accomplishments:

- Moving department to online surveys and evaluation forms
- Writing a digital and social media marketing plan for implementation
- Implementing an annual calendar on the events page
- Sourcing new speakers
- Finalising CPD Calendar for 2018 in advance
- Implementing Asana for project management for all seminars, webinars
- Implementing Standard Operating Procedure (SOP) for CPD Department
- Start cleaning database

Reason for leaving: I was presented with an opportunity to work in a new educational space.

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## **Conference Producer at SA Accounting Academy**

May 2016 – June 2018

Permanent Senior position in Gauteng, Johannesburg Region

My function is to produce high-quality, market-led conference programs featuring the most relevant and topical subjects and leading speakers that will attract both delegates and sponsors to attend, thereby maximizing the revenues and profitability of the events.

The main functions of the position are:

- conducting phone and internet research to identify key issues and speakers, writing detailed conference programs and website copy
- inviting speakers
- confirming media partners
- contacting potential sponsors
- onsite management of conferences/workshops
- social media management and marketing of the conference

In this position, I am required to work using my own initiative, be proactive approach, exercise excellent organisational, written, time management, communication and interpersonal skills, with a high level of accuracy and attention to detail.

Accomplishments:

- Seconded to SAIBA to research, write, and produce conference programme for 46th IAFEI (CFO) World Congress, as well as sourcing high profile keynote speakers and panelists (73 in total)
- Project needed an 18-month lead time was completed in 4 months

Reason for leaving: Promotion to CPD Manager

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## **Content Lead at Condriac Digital Communications**

Oct 2015 – Nov 2015

Contract Senior position in Gauteng, Johannesburg Region

I was responsible for overseeing, creating, editing, posting, updating the social media and blog content for Planet Fitness and Stringfellow (Investment) Group.

I worked with a junior social media community manager and a graphic designer.

Reason for leaving: I was offered a full-time position as a Conference Producer.

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## **Social Media Manager at Premium Prizes**

Feb 2011 – Oct 2015

Permanent Management position in Gauteng, West Rand

- Social Media Strategy
- Social Media Content Planning and Creation, Implementation, Community Management for various business social media pages
- Sales - NBD, Key Accounts Management, Reporting
- Database Management
- Weekly eNewsletter
- Traffic and campaign management control
- Accounting (quotes, prepare accounts for Bookkeeper)
- Reports + statistics for clients
- Strategising and planning of competitions/campaigns (in-house and for clients)
- Secure sponsorship for Incentive program

Accomplishments:

- Securing anchor clients such as Glad, HomeChoice, DGB, Cosmopolitan, Getaway
- Redesigning client newsletters and increasing opens, clicks, and leads

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## **In-House Recruitment Consultant at Connold & Associates CC**

Aug 2003 – Feb 2011

Permanent Senior position in Gauteng, East Rand

- Full Recruitment Process
- Client Relationship Management and New Business Development
- Online Media and Newspaper Advertising
- CareerJunction: Job writing, Advertising, database searches, utilising profile filtering and screening process
- Competency based interviewing of candidates
- Psychometric testing and feedback using Thomas International (PPA)(TST)
- Career counselling and advice
- Benchmarking of salaries/salary surveys
- Various HR administrative duties as required

Accomplishments:

- Contracted on-site to an open source telecommunications company on an IT recruitment project from 03 September 2008 - 31 October 2008
- Assisted with implementation of website (non-existent)
- Implemented and designed the first electronic mail shot and eNewsletter system in the company
- Implemented online skills evaluation testing
- Hired an Airport Manager that saved a R140K recruitment fee

Reason for leaving: I wanted a career change and to work in digital and social media environment.

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## **Personnel Consultant at Cozens Recruitment Services**

Jan 2003 – Aug 2003

Permanent Senior position in Gauteng, Johannesburg Region

- Full Recruitment Process
- Client Service and Liaison
- Media Advertising
- Telephonic screening of candidates
- Interviewing candidates
- Referencing of candidates
- Compiling portfolios of candidates
- Co-ordinate interviews
- De-briefing of candidates and clients
- General correspondence to candidates and clients
- Telesales to new and existing clients
- Service and development calls to existing clients

Accomplishments:

- Placed 3 candidates in one month at a client that had previously not had any placements through Cozens.
- Head hunted by above client

Reason for leaving: Headhunted to join a full service HR Consultancy.

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## **My Education**

### **Project Management Professional (PMP)(r) – LearnSmart**

Mar 2018

- Studying towards the 35 Contact Hours requirement necessary to register for the PMP(r) exam
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### **Certified Quirk Digital Marketer – Red & Yellow School**

Aug 2016

- Quirk Accreditation Exam via Red & Yellow
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### **Digital Marketing Course – Red & Yellow School**

Jun 2016

Passed with 88%

- Digital Marketing
  - Market Research and Content Strategy
  - Digital Assets
  - Customer Relationships
  - SEO
  - Online Advertising
  - Digital Direct Channels
  - Digital Campaigns
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### **Certificate in Certificate Programme In Human Resources – Unisa Centre For Business Management**

Feb 2006

- Industrial Relations Module: Passed 2005
- Training And Development Module: Passed 2006
- Human Relations Module: Passed 2005
- Human Resources Function Module: Passed 2006

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### **Certificate in Supervisory Leadership Development Programme – Connold & Associates Cc**

Aug 2005

- 5 Modules Undertaken Over A Period Of 1 Full-Day Of Training Per Month For 10 Months. This Course Is Saqa Accredited With 5 Unit Standards On Nqf Level 4.
- Understanding Business
- Introduction To Management
- Performance Management
- Leadership
- Industrial Relations

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### **Certificate in Thomas International TST – Thomas International**

Jun 2004

- Accredited Tests For Selection And Training

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### **Certificate in Thomas International PPA – Thomas International**

Nov 2003

- Accredited Personality Profile Analysis

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### **Diploma in Bookkeeping Course – Damelin**

Apr 1999

- Basic Principles of Accounting i.e. Books to Trial Balance
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## **My Skills**

#### **Expert / Specialist**

- Content Creation
- Research
- Writing
- Recruitment
- Strategy

#### **Advanced**

- Asana
- Microsoft Word
- Thomas International PPA
- CareerJunction Platform
- SurveyMonkey

#### **Solid**

- Campaign Strategy
  - CRM Database
  - Facebook Advertising
  - HootSuite Pro
  - Microsoft Excel
  - Networking
  - Social Media and Community Management
  - Thomas International TST
  - Cold Calling
  - Email Marketing Newsletter Design
  - General HR Knowledge
  - Mailchimp
  - Microsoft PowerPoint
  - Project Management
  - Sponsorship Sourcing
  - WordPress Website
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## Personal Development

I was a member of BNI (Business Network International) from March 2012 – September 2016. I joined for business reasons and to also improve my networking skills and presentation skills. I held the positions of Event Coordinator (2013/14), Visitor Host (2014/15) and chapter Vice-President from October 2015.

I was a member of Toastmasters from September 2014 – September 2015. I joined to overcome my nervousness of talking in front of crowds, improve on speech preparation, and speech improvisation. I held different roles within the meetings such as grammarian, “um” counter, speech evaluator, and table topics host.

## Hobbies

I am an avid reader (fiction and non-fiction). I love colouring in and have my own secret stash of pencils, kokis, gel pens, and colouring books. I find it calming, peaceful, and a form of meditation. I enjoy playing board games and card games as well as playing online strategy games if I have spare time over the weekend. I am also involved in the scouting (and cubs) movement in South Africa.

## References

Ros Hinchcliffe (ex) Executive Director	076 212 9387 SA Accounting Academy
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Gary Renault CEO & Director	073 796 1759 Grand Central Airport (previous candidate and client)
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Marius van Heerden Financial Manager	072 621 5165 Blue Label Telecoms (previous COO at SA Accounting Academy)
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