

## Personal Details

Surname	Van Zyl Venter
First name	Mariette
Telephone number	+27 60 813 9495
Whatsapp contact	+27 61 383 5273
Skype account	Available
Email address	designtanksa@gmail.com
Marital status	Divorced
Languages	English, Afrikaans, Dutch
Driver's license	Code 08

## Expertise

- Create new marketing strategies with the goal of generating new opportunities for the sales team
- Organised all partner and client events such as dinners and social events for relationship building with potential customers
- Developed long-term business plans for each partner with the goal of generating revenue and pipeline
- Offer support through visual communication entailing design of all marketing material such as brochures, menus, branded banners etc.

## QUALIFICATIONS

### SENIOR CERTIFICATE

School attended	Brits High School
Highest qualification	<b>Matric</b>
Subjects	English HG A Afrikaans HG B Mathematics HG B Accountancy HG B Geography HG A Art HG A Astronomy

### TERTIARY QUALIFICATIONS

BA (Fine Art) - Graphic Design / English	Pretoria University
BA (Hons) - Visual Communication Marketing	Pretoria University
Photography one year diploma	Technical College
Digital Business Marketing in Modern Society	Sun International Training Institute
Be a South African Host	South African Tourist Association

### COURSES AND COMMITTEES

Conflict Handling
Fundamentals of Effective Leadership
Self-motivation
Situational Leadership
Situational Leadership (Advanced)
Time Management
Interpersonal Communication
Money Laundering
Sexual Harassment what are your rights?
Most Valued Guest Training
Mentor Training – Languages and Guest relations
Change Management Agent Training

### FORMAL COMPUTER TRAINING

Courses attended
Quark Xpress, Adobe Photoshop (Intermediate), Adobe Illustrator, Corel Draw, Flash, Dream Weaver, All about internet (Multimedia), Microsoft Suite, InDesign

## AWARDS

Absa New Signatures winner	1989
SA Presidents Award for outstanding teamwork	1997
BASA Award nominee for Innovative and Effective Sponsorship of the Arts/design	1999
Employee of the Year – Sun International	2009/2012

## Career Overview

### Permanent Staff and Freelance

#### Clients

BMW motoring, Event Management	1 year
Mandela Sculpture Project – Sandton Square, Johannesburg, Project Management	3 years
HSBC Hong Kong Bank events, Project Management	3 years
South African Reserve Bank, Graphic Design Manager	11 years
De Beers International Diamond Mine, Project Manager and Public Relations	5 years
Sun International Casino and Hotels, Graphic Design and Events Manager and Public Relations	8 years
Jurgens Caravans and outdoor camping design, Copywriter and Design	1.5 years

#### Other Clients

**CSIR, Loads of Living, House & Haven,  
Tiger Eye, MG Design Box, Sevens, Gashers**  
ThinkTank, POLS, Noble Creations, Manhattan Elite Balustrades,  
Casa Alberto Guesthouse, Exact Wooden Floors

## Career Highlights

### Event Manager, BMW 5 Launch at Sandton Square,

#### **Johannesburg**

This event was planned from storyboard phase to actual execution of the event in collaboration with leading South African sculptors to enhance the look and feel of the new vehicles. The six new BMW models were mounted on top of six sculpture pieces inside a maze-like structure on Sandton Square

- Led site visits and pre-event meetings with clients to discuss the flow and overview of the event and identify any areas of concern.
- Synchronized all necessary departments to ensure all set ups and activities were executed in a timely manner.
- Processed post-event summaries, invoices, and critiqued execution of event for general client service satisfaction.
- Developed reports for Risk Management in the event of patron accidents.
- Collaborated with the Group Sales Department in actively selling vehicles to prospective clients by attending networking functions, conducting site visits, and creating initial proposals.
- This event was held in conjunction with the grand opening of the Michelangelo hotel
- The format was an open air cocktail event along with live performance groups to enhance the atmosphere
- The main objective of this event was not only to launch the brand new vehicle series, but also to stimulate possible sales through sales team representation on the night

#### Annual Event Festivals and other

**Managed events up to 15,000 guests and ensured the execution of services including but not limited to public/guest safety, cleanliness of facility, room set-up, power distribution, lighting, and air temperature.**

- Led site visits and pre-event meetings with clients to discuss the flow and overview of the event and identify any areas of concern.
- Synchronized all necessary departments to ensure all set ups and activities were executed in a timely manner.
- Processed post-event summaries, invoices, and critiqued execution of event for general client service satisfaction.
- Developed reports for Risk Management in the event of patron accidents.
- Collaborated with the Group Sales Department in actively selling the venue to prospective clients by attending networking functions, conducting site visits, and creating initial proposals.

Jazz Festivals Annually on 16 December 2010 to 2015  
Gospel Festivals like featuring international star Kirk Franklun  
Womansday female artists shows like Judith Sephuma, The Soil, Zaharah  
Stand-up Comedian featuring Trevor Noah, David Kau  
Afrikaans music festivals with Pieter Koen, Gerrie Pretorius, The Campbells  
Theatre performances like Groet die Grotman  
Formula 1 Power boat races  
Regular DJ Nights and Cabaret shows  
Helicopter flips and 4×4 Trial ride trips  
Fishing competitions  
Fashion shows and Beauty Pageants

### Additional duties/ Graphic design for events

- Organised and financed over 50 highly successful events.
- Managed social media strategy, branding and street teams to ensure event attendance.
- Designed event flyers, digital banners, posters etc.

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### Event Manager, Cullinan Diamond Mine Centenary Faire

***The main objective of the event was to celebrate 100 years of diamond mining in Cullinan, South Africa and to introduce a replica of the world's largest diamond that was mined at the Cullinan mine to the public. This diamond forms a part of the Queen Elizabeth Royal jewellery collection.***

- Lead weekly operations meetings with marketing, delegate recruitment, sales, editorial, and creative teams to ensure that events remained on track and stayed within budget
- Collaborated with paid event sponsors sponsorship's to secure project deliverables and manage client relations
- Worked with contracted venues on securing hotel rooms, room configuration, registration and meeting materials, and ordering of food and beverage and audio/visual equipment set-up
- Managed event budgets and was accountable for final invoice reconciliation, check requests, and expense allocation (actualized between 3% of forecasted budget each quarter)
- Exhibition with replica of Queen Elizabeth's jewellery featuring the Cullinan diamond
- Banquet for late president Nelson Mandela underground inside the mine
- Flea market and live performance shows for the public
- Organised tours to visit the mine underground
- Two hour game drive tours from the diamond mine to Windybrow Game Reserve for dignitaries
- Rovos Rail steam train trip from Pretoria to Cullinan
- Historical tours visiting all places of interest in the town

## Additional duties/ Graphic design for event

- Site map design for main three day event
- Newspaper adverts
- Editorial material designed
- Sponsorship collateral
- Branding for the event
- Brochure to serve as memorabilia for the event

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## Event Managing, Design in Marketing department at Sun International

**Digital marketing became an essential tool in marketing and introducing new promotions and events to the public and regular guests. A Loyalty programme was launched to the benefit of regular guests and to increase possible revenue.**

- Action plans relating to successful weekly events and promotions.
- Promoted promotions/offers in a manner that positively reflected the Casino culture.
- Hire, train, schedule and coach all staff. Conducted performance appraisals, and provided disciplinary action.
- Modeled and provided excellent customer service to ensure that member service was maintained at all times. Refer to MVG (most valued guest) program
- Collaborated with management and staff to preserve Casino memberships.
- Participating in marketing strategy of casino and hotel promotions with the intent of increasing revenues through a variety of promotions.

## Event Manager introduction and implementation of the EGS (Enterprise Gaming System) to customers and staff at Sun International

**Collaborate with IT teams to ensure that customer's needs and goals are met at this introduction to new software.**

- Attended weekly meetings to discuss progress and troubleshooting.
- Reported directly to the assistant general manager and general manager.
- Worked closely with all departments to assure all operational teams progress ran smoothly.
- Oversaw all aspects of sharing information, visual communication, meetings
- Worked closely with the IT teams to put together floor plans, timelines and working agendas for each team. The teams were from India, USA and South Africa.

## Extra duties

Designed all information collateral and visual communication for IT teams, staff and customers

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## Event Manager Annual Wine and Food Festivals

**Responsible for creating the agenda, planning and executing of indoor gala events and 1 outdoor event with marquee tent facilities per year with 600-1500 attendees. Each event consists of a general session, motivational seminars, cooking demonstrations, hands-on workshops, tastings, meals, and a closing gala.**

- Work directly with the different suppliers to plan interesting menus and activities to enhance the liquor that will be tasted .
- Work directly with hotel on rooming lists, VIP transportation and amenities, room set-up, Food & Beverage minimums.
- Organise Trade Show for up to 125 vendors.
- Work with local chapter planning off-site events, organising volunteer schedule as well as locally promoting the event.
- Work closely with hotel chef on back of house prep schedule for presenters.
- Work with prospective suppliers on Program Guide as well as social media promotion of presenters and location of event.

### Extra duties

Design beautiful menus and programs, social media advertising, customised invitations, menu name cards, vouchers

## Event Manager Gala dinners for VIP guests

**This invaluable marketing tool serves to reward customers for their loyal support through time. This can also serve as an acquisition and retention gateway to reintroduce your product to former customers.**

- Provided events management for over 50 parties in the Leseding Arena, Sun International
- Served as VIP hostess to oversee portfolio growth and account management
- Performed market research/lead generation using social media and innovative marketing strategies
- Closed event sales including upsell of special promotions, menus and décor
- Advised event staff on the main objective of the event
- Partnered with different promotions and events to increase revenue via cross-promotion
- Increased sales volumes on 2 of the 3 venues by %20.
- Implemented customer service improvement strategies within the consultants positions

- Provided VIP customer service to all clients
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### Event Manager, boot camps and team building

**Manage and coordinate events, conferences, ceremonies, and weddings. Work with each group individually to determine and find their personal event needs**

- Tasks entail such as technical, room set-up, catering, housekeeping, and parking
  - Develop contracts for external groups
  - Determine event staffing requirements that may include professional and student staff, police and medical support.
  - Work within budgetary guidelines..
  - Promote teamwork and maintain a high level of customer service standards to guarantee a successful experience.
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### Sales and Event Manager for weddings, birthdays

**Sets up details for events including pricing, food tastings, setting up floor plans, reviewing menus and timing**

- Books events for different venues such as Leseding Arena, Lethabong Tavern, Mabopane conference room or outdoor marquee functions
- Directs wait staff to execute assignments according to the event
- Coordinates with various vendors to ensure minimum costs for maximum profitability
- Implements job assignments and communicates event timeline with kitchen staff
- Stages venues according to scheduled events including, but not limited to weddings and business conferences
- Manages problems if they should arise and anticipates client's desires from knowing and understanding their needs and desires