

# CURRICULUM VITAE



*Michelle Jacobs*

# CURRICULUM VITAE

## The Basics...

Name: Michelle Jacobs  
Physical Address: 13 Himalia Complex,  
Sjampanje Street, Wilgeheuwel  
Date of Birth: 04 August 1980  
Mobile Number: +27 82 499 5858  
Email Address: creative@m-design.co.za  
Nationality: South African  
Identity Number: 8008040207081  
Passport Number: 416509399  
Drivers License: Yes  
Own Transport: Yes  
Religion: Christian  
Marital Status: Unmarried  
(No dependents)  
Home Language: English & Afrikaans  
(Fully Bilingual)



## Characteristically I am...

**A** confident, personable, dedicated enthusiast who is both loyal & trustworthy. Add to that, I am a pragmatic, independent thinker, who believes in working both hard & smart. I have 7 years experience in Graphic & Web Design as well as in marketing.

I love spending time online, taking part in online tutorials; discovering, creating & adapting new skills. I am very persistent, and strongly believe what you put in is what you get out. I have technical proficiency in MS Office, Adobe InDesign CS6, Adobe Photoshop, Adobe Dreamweaver, WordPress, Microsoft Excel, SEO, Search Engine Marketing, Social Media Management and Optimization.

I believe I have a strong ability to build rapport with individuals from all cultural and socio economic backgrounds. I enjoy networking & forming defining relationships thus. I am extremely adaptable to any environment and like to take new challenges head on.

Furthermore, I have entrepreneurial, organizational and leadership skills and have found that being diplomatic, versatile, spontaneous, confident & enterprising have been useful in fulfilling these roles. I have management and business ownership experience and have successfully accomplished both. I have also had customer, media liaison & public speaking experience and have in the past used these skills to conduct product launches & exhibitions alike.

*Moving forward I would like to work at a company where I can add value to, and develop their existing marketing strategies by using my relational skills as well as combining my various collaborative skills such as: Marketing management; Social media optimization; as well as my Graphic and Web design capabilities.*

## Quick overview of skills based on work experience:

Marketing Management | Graphic Design | Magazine Layouts | Web Design & Development  
Online Marketing | Event & Exhibition management | Sales & Advertising

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## Work Experience...

March 2015 - Present

M Design - Graphic + Web Studio

FREELANCE GRAPHIC & WEB DESIGNER

[www.m-design.co.za](http://www.m-design.co.za)

### ● GRAPHIC DESIGN

Magazine Layouts | Logo Design | Print Media

Letterheads | Business Cards | Expo Banners

Web Banners | Presentation Folders | Stationery

Street Posters | Menu's | Wine lists

### ● WEB DESIGN

- WordPress
- Adobe Dreamweaver CC



Click on the links below to view websites:

- |  |  |
|--|--|
| ★ <a href="http://www.m-design.co.za">www.m-design.co.za</a>                                       | ★ <a href="http://www.fairylovers.co.za">www.fairylovers.co.za</a> |
| ★ <a href="http://www.plankdecor.co.za">www.plankdecor.co.za</a>                                   | ★ <a href="http://www.keltramgroup.com">www.keltramgroup.com</a>   |
| ★ <a href="http://www.ekudeni.co.za">www.ekudeni.co.za</a>   | ★ <a href="http://www.eduzani.co.za">www.eduzani.co.za</a>         |
| ★ <a href="http://www.knysnaholidayaccomvuegrande.co.za">www.knysnaholidayaccomvuegrande.co.za</a> |  |

### ● SOCIAL MEDIA MANAGEMENT

Click on the links below to view pages I manage

- ★ <https://www.facebook.com/fairyloversonlinestore>
- ★ <https://www.facebook.com/knysnaholidayaccommodation>
- ★ <https://www.facebook.com/EduzaniCountryLodgeandSunsetLounge>
- ★ <https://www.facebook.com/EkudeniVenue>
- ★ <https://www.facebook.com/TheGoblinsCove>
- ★ <https://www.facebook.com/M.Design.Graphic.Web.Studio>

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## Work Experience Continued...

October 2010 – February 2015

Oakfield Farm – Wedding & Function Venue

MARKETING MANAGER

[www.oakfield.co.za](http://www.oakfield.co.za)

- Responsible for marketing the following:
  - The Venue, including weddings, corporate functions & events, matric farewells, memorials, private Functions & accommodation.
  - The Oakfield Summer & Winter Bridal Expo.
  - The Inspired Bride Magazine, Formerly known as The Bridal Library.
  - Inspired Venues & Specialists Catalogue.
  - The Matric Farewell Mini Expo.
  - Thusanang Charity Organization (NGO)
  - Amazing Grace Childrens Home (NGO)
- Graphic Designer for all campaigns pertaining to the above including:
  - Road Signage Posters for Adreach & Outvert Media.
  - Print & Digital Media.
  - Magazine Layouts.
  - Social Media Platforms.
  - Websites.
  - Exhibitions.
  - Menus, Wine lists, Invites & Corporate Stationary.
- Sales Executive - Selling Advertising space & exhibition stands
  - ♥ Bridal Library (2011)
  - ♥ Inspired Bride (2012 & 2013)
  - ♥ Bridal Expo (2011, 2012 & 2013)
  - ♥ Matric Farewell Mini Expo (2015, upcoming event)
- Websites – General look & feel, including maintenance.

### CLICK ON THE LINKS BELOW:

- ★ [www.oakfield.co.za](http://www.oakfield.co.za)
- ★ [www.oakfield.co.za/charity](http://www.oakfield.co.za/charity)
- ★ [www.i-bride.co.za](http://www.i-bride.co.za)
- ★ [www.bridalexpo.co.za](http://www.bridalexpo.co.za)
- ★ [www.wedding-pics.co.za](http://www.wedding-pics.co.za)



# CURRICULUM VITAE

## The Ground Work...

October 2009 - August 2010

Tourism Maps cc. – Mapping & Marketing Solutions

PART TIME MARKETING & SALES REPRESENTATIVE

[www.tourismmaps.co.za](http://www.tourismmaps.co.za)

- ♥ Sales & Marketing
- ♥ Data capturing
- ♥ Distribution
- ♥ Training and management of personnel
- ♥ Skills Development and Orientation

July 2009 - September 2010

Baby Proof – Childproofing your home

FOUNDER AND OWNER

[www.babyproof.co.za](http://www.babyproof.co.za)

- Sales and marketing
- Childproofing Homes (Indoor only) - Installation of Safety Products & Devices
- Web Design & Implementation
- Training and management of personnel
- Skills Development and Orientation
- Stock valuation and costs
- Stock Control
- Quality Control

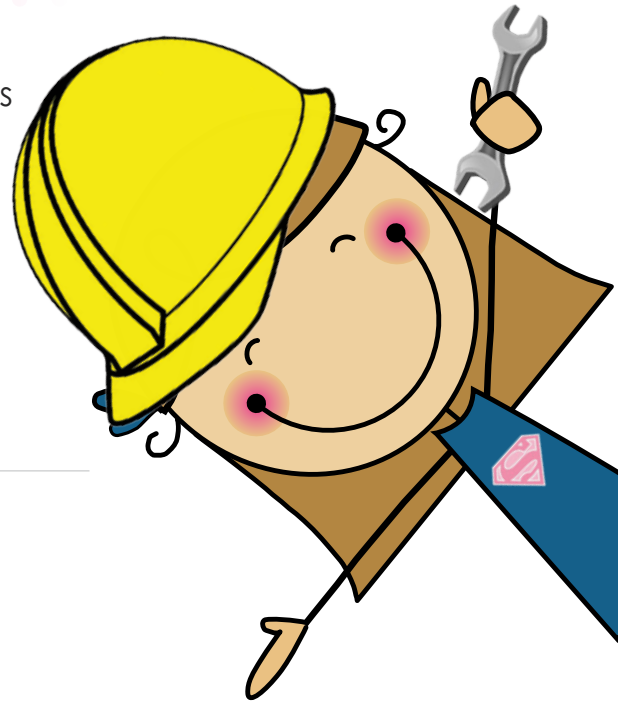
July 2008 - July 2009

The Goblins Cove Restaurant, Magaliesburg, Gauteng, SA

MANAGERESS

[www.thegoblinscove.co.za](http://www.thegoblinscove.co.za)

- ♥ Training and management of personnel
- ♥ Skills Development and Orientation
- ♥ Performance assessment and appraisals
- ♥ Stock valuation and costs
- ♥ Stock Control
- ♥ Quality Control
- ♥ Menu design & costing
- ♥ Sales and marketing
- ♥ Legends Point of Sale-System implementation-Back Office & Retail Touch
- ♥ Cash ups - Cash & Credit Balancing



# CURRICULUM VITAE

## Work experience continued...

May 2005 - September 2009

Little Box of Spells-Design Studio, Johannesburg, SA

FOUNDER AND OWNER

- Specializing in interior decorating for children's bedrooms & playrooms.
- Concept design
- Mural and paint technique artist
- Manufacturing and design of specialized fiberglass resin pathways and installation
- Specialized lighting and installation
- Product sourcing and implementation
- Development and implementation of Time Management Skills
- Participating in; and conducting product launches and exhibitions (Rooms on View 2005; Home Makers Expo 2008.)
- Advertising
- Financial Planning, banking and Sole Proprietorship



September 2002 - June 2008

Gobble D' Gook Coffee Nook and Tea Garden, Magaliesburg, SA

FOUNDER AND OWNER

- Trading weekends and public holidays.
- Catering for Picnics
- Kids party planner and caterer
- Kids painting workshops and face painting
- Cook
- Menu design & costing, product sourcing and implementation.
- Strategic/Business planning
- Staff Planning, including job descriptions and labour laws
- Training, skills development and management of personnel
- Performance assessment and appraisals
- Development and implementation of Time Management Skills
- Stock Control, Quality Control and purchasing
- Sales and marketing
- Financial Planning, banking and Sole Proprietorship

# CURRICULUM VITAE

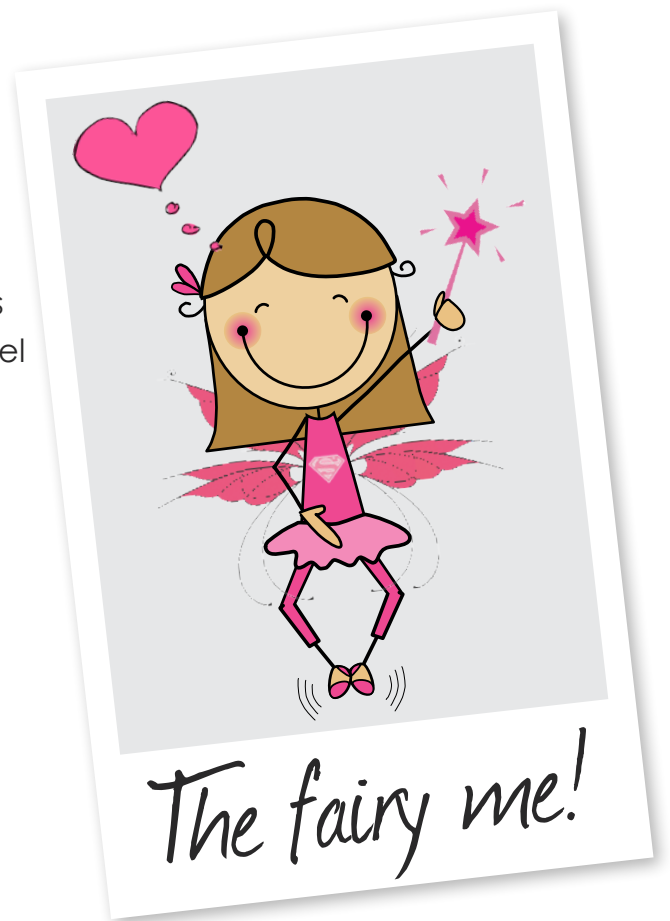
## ... Lastly

January 2000 - Present

Fairywinkle Fairy Shop, Magaliesburg, SA

FOUNDER AND OWNER

- Trading weekends and public holidays
- Training and management of personnel
- Strategic/Business planning
- Skills Development and Orientation
- Retail price systems
- Stock valuation and costs
- Product sourcing and Merchandising
- Store Management
- Stock & Quality Control
- Buyer
- Financial Planning, banking and Sole Proprietorship
- Cash and credit management
- Shop Design, Décor and lighting



Aug 2001 - Aug 2002

St Leger & Viney (PTY) LTD.

SHOWROOM MANAGER

- Management of the showroom.
- Stock Control and stock take.
- Quality Control.
- Sales and marketing.
- Responsible for Appro systems.
- Responsible for Backorder Systems.
- Product inventory systems.
- Enhancing client relationships.
- Planning and conducting product launches.
- Direct customer and media liaison.
- Enforcing product development strategies.
- Product Sourcing and merchandising.
- Training and management of showroom personnel and sales consultants.
- Skills Development and Orientation.
- Attending and participating in conferences, team building workshops, Exhibitions and presentations.



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## Credentials...

### COMPUTER SKILLS

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- ♥ MS Office 2008 (including Word, Excel, PowerPoint & Outlook)
- ♥ Adobe InDesign CS6 Beginners, Intermediate & Advanced Courses, Learnfast Training Centre, Johannesburg, SA.
- ♥ Adobe Photoshop CS6 Beginners Course, Learnfast Training Centre, Johannesburg, SA.
- ♥ Adobe Dreamweaver CC
- ♥ WordPress

### EDUCATION

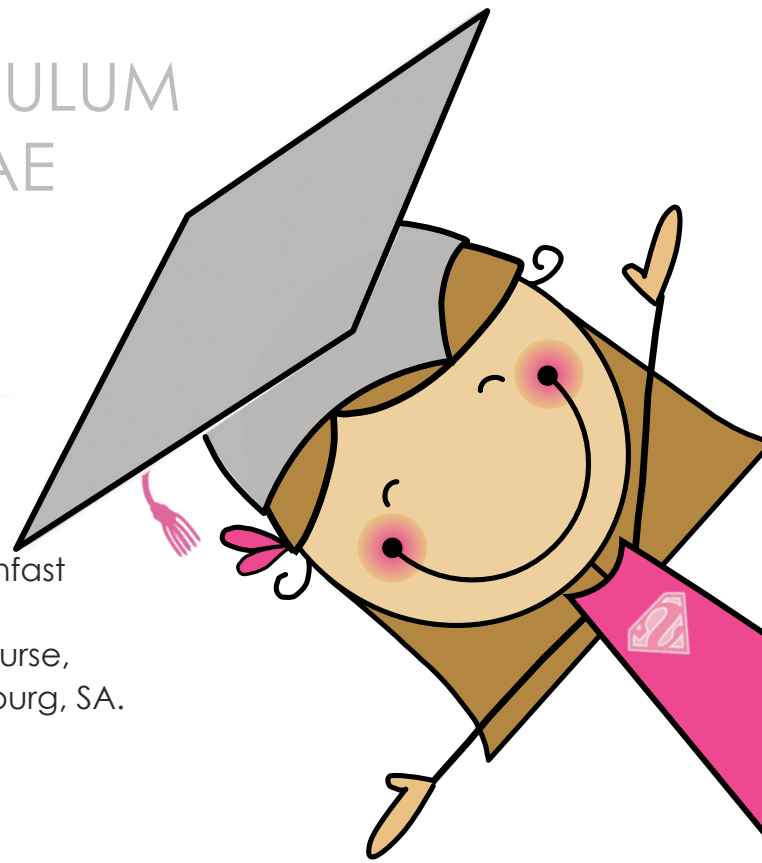
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- Aerobics Instructors Course, Institute of Fitness Professionals, Johannesburg, South Africa (2001)
- Exercise Science Course, Institute of Fitness Professionals, Johannesburg, South Africa (2001)
- Bachelor of Science Degree (Psych), Rand Afrikaans University, Johannesburg, South Africa (2001-2002-incomplete)  
Major Subjects: Psychology 2A, Biochemistry
- Bachelor of Arts Degree (Psych), Rand Afrikaans University, Johannesburg, South Africa (2000 to 2001-incomplete)  
Major Subjects: Psychology 1A/B, Industrial Psychology
- Bachelor of Arts in Fine Art degree, Michaelis School of Fine Art, University of Cape Town, Cape Town, South Africa (1999-incomplete)  
Major Subjects: Fine Art, History of Art
- Matric Exemption (1998)  
Northcliff High School — Northcliff, Johannesburg  
Subjects: English, Afrikaans, Mathematics, Biology, Science, Art.

### AWARDS AND AFFILIATIONS

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- Homemakers Expo Silver Award for Stand & Design Excellence, awarded to Little Box of Spells Design Studio, February (2008)
- Engel & Völkers Top 9 up-and-coming Decorators Award on the Decorators' Pavilion at Rooms on View, Johannesburg (2005)
- Top Theory Award, Institute of Fitness Professionals, Johannesburg, SA (2001)
- Entrance Merit Scholarship for Study in the Faculty of Humanities at University of Cape Town (1999)
- Randburg Town Council award for academic achievement, Northcliff High School (1996 & 1997)
- Top art pupil, Northcliff High School (1996, 1997 & 1998)





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## References...



- MATTHEW STUBBS  
Oakfield Farm – Wedding & Function Venue  
Owner
    - Landline: +27 11 933 3464
    - Mobile: +27 82 653 0218
    - Email: Matthew@oakfield.co.za
- 

- KEITH ASCOTT EVANS  
Vue Grande - Holiday Accommodation  
Owner
    - Mobile 1: +27 82 774 5287
    - Mobile 2: +27 74 059 6870
    - Email: keith@vuegrande.co.za
- 

- NATALIE WEIMANN  
Ekudeni - Exclusive Country Venue  
General Manager
    - Landline: +27 11 021 2186
    - Mobile: +27 82 449 3669
    - Email: natalie@ekudeni.co.za
- 

- MARGUERITE GOTTHARD  
The Goblins Cove Restaurant  
Owner
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    - Email: goblins@worldonline.co.za
- 

- WANITA SPARROW  
Tourism Maps Cc.  
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