

CHRISTINE BOMBAL

MARKETING AND
COMMUNICATIONS
PROFESSIONAL



PERSONAL SUMMARY

I am an experienced marketer and communicator, with a good mix of traditional and digital, inbound and outbound marketing. I have operated in the higher education, financial services, consulting and agricultural sectors.

CONTACT DETAILS

Location: Stellenbosch Farms, Western Cape, South Africa
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REFERENCES

"...she has a very rare ability to mix strategic thinking with practical implementation that is very inspiring! She is a true Marketing Professional with a very versatile skillset, which she applies... to each challenge..."
Rachael Spiers, ex-team member at Stellenbosch University

Recommendations are available on LinkedIn:
<https://www.linkedin.com/in/christinebombal>

Dr Phumzile Mmope

Founder and Managing Director
Dr Phumzile Mmope Communications
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Amanda Lambe

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Justin Alberts

Systems Specialist: Digital Communication
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WORK SUMMARY

Management & Marketing Consultant

Self-employed | December 2014 to present

ELI Development Services contract (November 2019 to present):

- Agri-enterprise development: recruitment & selection, capacitation, skills development, incubation support, value chains | Reporting to sponsors | Budget management and financial administration | Community engagement | Production management | Establishing and maintaining production facilities | Managing regional staff
- General support functions such as proposals, managing an intern, customer and media enquiries, arranging functions, basic design work, proofreading, editing

Deliverables for various clients include: Management consulting and implementation, such as digital team structure, audits, operational planning, staff training, benchmarking, user testing, writing content, building websites, translation of content, editing, business cases, content visualisation | Guest speaker at MACE (Marketing, Advancement and Communication in Education) and South African Board of People Practices conference

Real Estate Sales contract at RE/MAX Helderberg (March 2017 to March 2021): Generate new sales mandates based on area/estate analysis | Establish and maintain database | Customer Relationship Management | Plan and execute marketing plans, including property unique selling points, staging, advertising, social media, client database | Contract negotiations | Client service | Newcomer Achievement Award, sales and customer service awards

Director: Agri Management Africa (February 2022 to present): New business development, marketing, planning, succession planning

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EDUCATION

Management Development Programme

University of Witwatersrand Business School 2010

Marketing, Finance, Human Resources, Operational Management, Strategy, Economics

Certificate in Leadership

University of Cape Town 2003

Post-graduate Diploma in Financial Planning

University of the Free State 2000

Financial planning environment, Personal financial planning, Corporate financial planning

Bachelor of Economic Sciences (Honours in Business Management)

Stellenbosch University 1998

Strategy, Communications & Advertising, Marketing, International Marketing, Research, Short-term insurance. Additional subject at Department of Industrial Psychology: Consumer Behaviour

Bachelor of Economic Sciences

Stellenbosch University 1995 to 1997

Majors: Business Management and Industrial Psychology

WORK SUMMARY CONTINUED

Head of Digital Communication Stellenbosch University

July 2015 to January 2017

I managed **digital media deliverables for Stellenbosch University** at an institutional level. The university operated in a "centre of excellence" fashion, whereby the institutional marketing office was responsible for institutional messages, stakeholder relationships and brand management. The faculties and other entities functioned in a federated model with some degree of autonomy within the Corporate Communication framework.

- Managed and co-ordinated the following key areas:

Corporate website | Social media | Mass email distribution | Mass SMS distribution | Corporate videography and photography | Live streaming

- For each key area:

Strategy | Content planning and content generation | System/software/hardware evaluation and selection | System/software support to faculties | System/software training to faculties | Platform maintenance in collaboration with IT | Content and best practice training | Process definition | Digital brand management | Governance and guidelines | Agency/supplier selection/tenders | Agency/supplier relationships, contracts and delivery

- Management functions:

Performance management & career development | Budget management | Contribute to overall Marketing planning and strategy | Manage a team of comprising of a social media co-ordinator, electronic communications co-ordinator (newsletters, mass mail, sms, electronic billboard), web co-ordinator, technical web co-ordinator, multimedia content producer and systems specialist | Speaker at conferences

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TRAINING

Creating successful user experiences with user-centered design

Flow Interactive South Africa 2014

Social Media Strategies

Direct Marketing Association USA 2013

Integrated Marketing

Direct Marketing Association USA 2013

Creating Value with Data Metrics and Testing

Direct Marketing Association USA 2013

How to design for Persuasion, Emotion and Trust

Human Factors International 2012

Writing for Digital (distinction)

Quirk Education 2011

Mobile Marketing

University of Cape Town Graduate School of Business 2009

Nomadic Marketing

University of Cape Town Graduate School of Business 2009

In-house Old Mutual Training

Various courses such as presentation skills, negotiation skills, creating an innovative work environment, PowerPoint, Excel, performance management, management styles

WORK SUMMARY CONTINUED

**Marketing Executive: Digital Media
Old Mutual Emerging Markets**

August 2012 to November 2014

I managed **end-to-end digital marketing and media deliverables for Old Mutual Emerging Markets** (OMEM = South Africa, Kenya, Malawi, Zimbabwe, Swaziland, Namibia, Ghana, Nigeria, Botswana, Columbia and Mexico). The focus was on South Africa and the rest of Africa, while Columbia and Mexico were gradually being included in projects.

- **Managed and co-ordinated the following key areas:** Corporate digital media strategy and operations across business units | Development and maintenance of www.oldmutual.co.za, www.dogreatthings.co.za www.oldmutualafrica.com (not in use any longer) and Old Mutual Africa sites, focused on user experience and sales/leads conversion | Social media strategy development and implementation, social media policy and principles development | Online reputation management | Mobile marketing & deployment of Old Mutual app across markets | Digital marketing, search advertising, SEO, display advertising | Develop digital corporate identity guidelines for web and mobile platforms across OMEM | Digital elements of launches and advertising campaigns | Manage usability testing of new releases | Measurement & reporting, optimisation based on analysis and insight | Content management and migration of existing SA Intranet onto SharePoint Group Content Management System (CMS) | Internal weekly email newsletter | Creation of financial education portal and content | Implementation of shared CMS across all regions | Migration of existing sites onto new CMS, future migration plan | End-to-end reporting and analytics | Dynamic content presentation strategy to facilitate more personalised experiences to increase conversion | Establish OMEM digital governance, policies and procedures

- **Management functions:** Performance management & career development | Budget planning, management and forecasting | Agency relationships, contracts | Business planning | Risk management | Presentations & digital insights/guidance | Speaker at conferences | Organisational design | Manage relationships at various levels and assist business units to achieve goals | Facilitating collaboration across business units and territories | Contribute to overall Marketing planning and strategy | Manage a team of personal assistant, marketing manager, marketing consultant, social media consultant, senior IT architect, web developers, creative designers, user interface designers, content editors, project manager

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SKILLS SUMMARY

*These are some of the skills I have acquired.
Examples can be provided of during which
role/task the skill was demonstrated.*

Funding proposals
Business cases
Financial management
Marketing operations
Integrated marketing
Leading multi-disciplinary teams
People management and development
Organisational design
Governance and policy development
Thought leadership
Strategy and planning
Collaboration and teamwork
Cross-border and cross-company collaboration
Contracting
Sales process
Lead generation
Customer and stakeholder management
Digital and mobile marketing management
Marketing campaigns
Brand management
Corporate identity guidelines
Product management
Social media and online reputation
management
Customer experience management
User experience
Website production
Marketing material
Market research
Multi-media
Media management
Copywriting, editing, proof-reading
Customer service
Negotiations
Teaching and training
Competitor benchmarking
Events and exhibitions
Public speaking
Client communications
Internal communications
Fully bilingual (Afrikaans, English)

WORK SUMMARY CONTINUED

- **Achievements:** www.morethanyourself.co.za Best Corporate website 2014 SA Publication Forum | Weekly internal newsletter Best Corporate Publication 2014 SA Publication Forum | Oldmutual.co.za lead editor second runner up Editor of the Year 2014 SA Publication Forum | Interviewed live on Espresso Morning Show and recorded radio inserts for Old Mutual Two Oceans marathon 2014 | Featured on Top Billing in Old Mutual Trophy Wine Show insert 2013 | Doubled number of leads (requests for contact) generated on oldmutual.co.za from 2012 to 2013 | Initiated Old Mutual social media presence | Launched Old Mutual's first mobile app, finalist in the Bookmarks 2013 awards | Successfully scoping and resourcing the team (there was no permanent team in place) | Oldmutual.co.za lead editor second runner up Editor of the Year 2013 SA Publication Forum | www.DoGreatThings.co.za Best Corporate website 2013 SA Publication Forum | Social media campaign for Tuk Tuk launch a finalist in Bookmarks 2013

Various positions at Old Mutual

February 1999 to November 2014

More detail about each role is available if required

Head of Marketing: Alternative Distribution
Segment Digital Marketing Manager
Customer Experience Manager
Internal Communications Manager
High Net Worth Market Development Manager
Product Marketing Manager
Marketing Consultant
Trainee - I joined Old Mutual as part of a leadership development graduate programme

- **Achievements:** Launched Old Mutual's first social media marketing campaign | Presented at UCT GSB Nomadic Marketing course and Cape Town 27Dinner | Established Old Mutual's first digital marketing forum | Significant increase in number of web leads generated for segment | Implemented Live Chat | Education campaign finalist in Bookmarks 2012 awards | Development of brand identity for Fairbairn Capital (single premium investment offering), received MD's award | Mentee and mentor top female leadership mentorship programme | Internal audio visual bronze Loerie