

# Curriculum Vitae



## RESHOKETSWE DAPHNEY TEFFO

MARKETING / HOSPITALITY / TOURISM  
AWS CLOUD PRACTITIONER /EVENTS /  
PROJECT MANAGEMENT

### PERSONAL PROFILE

With experience that spans over 10 years and a proven track record of success, I am a creative, resilient, and innovative individual who is versatile, emotionally astute, ethical, hard-working, and easily adaptable to any situation. I thrive in multicultural working environments and have extensive organizational skills that make me an invaluable asset to any organization. I am passionate about ESG initiatives and collaborating to uplift underprivileged communities.

Dependents - 2  
ID number - 87129080982087  
Drivers license - B  
Disability - None  
Marital Status - Married  
Citizenship - South African

### SPECIALIZATION

- Event & Campaign Management
  - Shopping Centre Marketing
- Social Media Community Manager
  - Exhibition Coordination
  - Media Buying
  - Project Management

### SKILLS AND ABILITIES

- CRM
- Communication
- Brand Management
- Time Management
- Strategy Development
- Creativity
- Analytical
- Problem Solving
- Copywriting
- AWS Generative AI
- AWS DevOps
- AWS Prompt Engineering

### CONTACT INFO

082 506 3551  
rdteffo@gmail.com  
2 Pisces, The Cosmos  
6822 Honeybuzard Street  
Kosmosdal  
0157

### ACADEMIC HISTORY

#### TAXILA SECONDARY SCHOOL

##### Matric | 2005

- English 1st Language HG
- Afrikaans 2nd Language HG
- Biology HG
- Physical Science SG
- Mathematics SG
- History HG

#### UNIVERSITY OF THE FREE STATE

##### BCOM Marketing | 2006-2009 Incomplete

- Integrated Marketing Communication
- Strategic Marketing
- Business Management
- Economics

#### CENTRAL UNIVERSITY OF TECHNOLOGY

##### National Diploma: Marketing | 2015-2018

- Consumer Behavior
- Marketing Research
- Sales Management
- Quantitative Techniques

#### UNIVERSITY OF THE FREE STATE BUSINESS SCHOOL

##### Business Management Leadership | 2018-2022

- Labor Economics
- Africa in the New Global Order
- Cultural Diversity
- International Finance
- Strategic Management
- Marketing Management
- Conflict
- Motivation
- Human resource management
- Ethical Leadership
- Confronting Change
- Diversity within the African Context

# Curriculum Vitae

## WORK HISTORY

### MARKETING MANAGER

#### Redefine Properties | 2022 to date

- Execute the initial Centre Marketing Strategy and Promotional Plan.
- Implement and manage CI and brand guidelines across all relevant platforms.
- Manage social media, digital platforms and the Centre website.
- Execute and manage Promotions, Events and Exhibitions as per approved Centre Marketing Strategy within approved budget parameters.
- Execute Customer communication as per Centre Marketing Strategy, Promotional Plan and maintain tenant relations.
- Curate a centre-specific ESG strategy in line with UN Sustainable Development goals.
- Implement Sponsorship strategies and manage activity aligned with the Centre Marketing Strategy.
- Monitor, review and report on all retail marketing activity and results on a monthly and quarterly basis.
- Market, Promote & manage Exhibitions & Court Space according to set targets within Centre guidelines and according to the Centre's brand positioning.

### SENIOR MARKETING MANAGER

#### Mustard Seed Relationship Marketing | 2020 to 2022

- Management and execution of shopping centre marketing strategy, promotional plan, and related key events for clients like Masingita and Growthpoint properties.
- Content creation and management of social media platforms.
- Management of exhibition court space and cold calling of prospective exhibitors.
- Manage the sourcing, ordering, stock-keeping and distribution of marketing materials promotional Items, gifts and corporate stationery.
- Maintenance of exhibitor, media, tenant and service provider databases.
- Liaise with and manage appointed media houses, advertising agencies and suppliers.
- Proactively develop social media and marketing strategy and prepare written briefs for campaigns.
- Initiate good PR for the shopping centres, liaise with centre management team.
- prepare monthly marketing reports and newsletters. Tenant and customer relationship management.
- Developing of budget in conjunction with line manager. Overseeing of CSI requests and initiatives.
- Keeping abreast of operational and strategic developments.

### PORTFOLIO ASSISTANT & EXHIBITIONS COORDINATOR

#### Mustard Seed Relationship Marketing | 2019 -2020

- Assisting with admin and compilation of handover reports for the Masingita and Moolman Portfolios.
- Proactively managing and sourcing new business to ensure appropriate mall mix as per targets to grow client database for some of the Resilient and Vukile Portfolios shopping centres.

### MARKETING & ADMINISTRATIVE OFFICER

#### Free State Symphony Orchestra | 2015-2019

- Sponsorship management, event organizing, and social media accounts manager.
- Brand management, media liaison, musician bookings, and drafting of contracts.
- Assistant to Artistic Director
- Official photographer, customer relationship management with patrons, guests, musicians, and various stakeholders.
- Guestlist and database management, artist hospitality, writing of board reports.
- Audience development and community engagement initiatives.
- Chaperone Free State Youth Orchestra and assist with maintaining the music library.

### MARKETING COORDINATOR

#### Bloem Show | 2013-2016

- Sponsorship management, government liaison, social media platforms, and event management.
- Assist CEO in coordinating the hosting of a dairy product show, 26 agricultural championships, of which 11 are on a national level, with more than 5 000 livestock competing from the best stud breeders in the country.
- Developing and implementing marketing and advertising campaigns.
- Maintaining promotional materials inventory.
- Planning meetings, maintaining databases, preparing reports, writing press releases and newsletters.
- Development and maintenance of internal communication systems.
- Talent search and jazz festival organizer.
- Artist hospitality, public relationships and brand management.

### OTHER ACTIVITIES

#### Moments Bloemfontein - Stage Hand | 2016 - 2018

#### Free State Arts Symposium - Curator | 2017

#### FIFA 2010 World Cup HBS - Venue Assistant | 2010

#### FIFA Confederations Cup - Hostess | 2009

## REFERENCES

Redefine Properties  
Centre Manager  
Njabulo Nenjele

012 045 0145 / 083 667 9951  
NjabuloN@redefine.co.za

Odeion School of Music, UFS  
Office Manager  
Ella Kotze

051 401 2810 / 083 452 4043  
Kotzeej@ufs.ac.za

PACOFs

Marketing Manager  
Maseeta Makgabane

051 447 7771 / 079 875 6177  
Maseeta@pacofs.co.za

Bloem Show

Accountant

Yvonne Adriaanse

051 448 9894 / 082 412 4184  
Yvonne@bloemshow.co.za

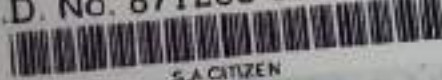
**NOTICE OF PERSONAL PARTICULARS**

1. Any changes to the personal particulars in your ID Book must be communicated to all relevant parties.

**NOTICE OF CHANGE OF ADDRESS**

1. Keep the NOTICE OF CHANGE OF ADDRESS form in this pocket to report a change of address or a change in particular of your present address e.g. name of street and/or street number etc.
2. Hand in at or post to the nearest regional/district office of the DEPARTMENT OF HOME AFFAIRS

I.D. No. 871208 0982 087



S.A. CITIZEN

SURNAME  
**TEFFO**

FORENAMES  
**RESHOKETSWE DAPHNEY**

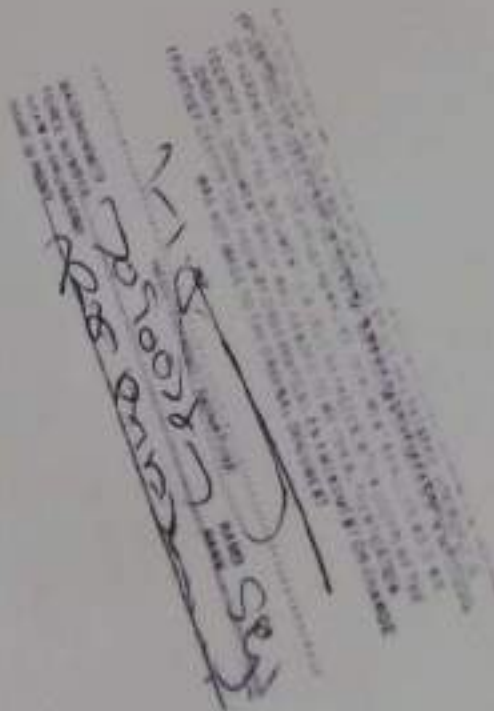
COUNTRY OF BIRTH  
**SOUTH AFRICA**

DATE OF BIRTH  
**1987-12-08**

DATE ISSUED  
**2011-10-26**



ISSUED BY AUTHORITY OF  
THE DIRECTOR-GENERAL  
HOME AFFAIRS



# UMALUSI



## Council for Quality Assurance in General and Further Education and Training

### SENIOR CERTIFICATE

DE AFRIKAANSE POLISIE DIENS
WESYENBURG
05 SEP 2019
COMMUNITY SERVICE CENTRE
SOUTH AFRICAN POLICE SERVICE

Awarded to  
**RESHOKETSWE DAPHNEY TEFFO**

Identity number:

**8712080982087**

#### Subjects passed

English : First Language  
Afrikaans : Second Language  
Biology  
History  
Mathematics  
Physical Science  
Aggregate

HG	C	60%-69%
HG	C	60%-69%
HG	E	40%-49%
HG	C	60%-69%
SG	F	33,3%-39%
SG	E	40%-49%
	M	950-1199

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THE REPUBLIC OF SOUTH AFRICA  
DEPARTMENT OF EDUCATION  
COUNCIL FOR QUALITY ASSURANCE IN GENERAL AND FURTHER EDUCATION AND TRAINING  
UMALUSI  
This certificate is issued in accordance with Section 18(4) of Act 58 of 2001 by  
Umalusi Council for Quality Assurance in General and Further Education and Training.  
It is a condition of the award of this certificate that the candidate must have achieved the minimum  
statutory matriculation requirements for admission to bachelor's degree study at a university in  
the Republic of South Africa.

*[Signature]*  
SAG  
SAG

#### ENDORSEMENT

This candidate has complied with the minimum  
statutory matriculation requirements for admission  
to bachelor's degree study at a university in  
the Republic of South Africa

with effect from

December 2005

Chief Executive Officer

*[Signature]*

This certificate is issued in accordance with Section 18(4) of Act 58 of 2001 by  
Umalusi Council for Quality Assurance in General and Further Education and Training.



**060 8518 3255 X**



REPUBLIC OF  
SOUTH AFRICA

This certificate is issued without alteration or breach of any kind





Central University of  
Technology, Free State

This is to certify that all the requirements having been satisfied, the



# NATIONAL DIPLOMA

## MARKETING

has been conferred on

RESHOKETSWE DAPHNEY TEFFO  
[871208 0982 08 7]

RESHOKETSWE DAPHNEY TEFFO  
[871208 0982 08 7]

in terms of the SAQA Act (Act 58 of 1995) and the HE Act (Act 101 of 1997) together with all rights and privileges connected thereto

with effect from

2019-01-01

Vice-Chancellor and Principal



Registrar

Dean

21955

No.

# Certificate of Completion

## FIFA Broadcast Legacy Programme



FIFA and HBS would like to sincerely thank

**DAPHNEY TEFFO**

for all the work accomplished during the 2010 FIFA World Cup™  
Host Broadcast operations.



*Nicklas Ericsson*

Nicklas Ericsson  
Director, FIFA TV

**FIFA**

*Francis Tellier*

Francis Tellier  
CEO, HBS

**HBS**

Johannesburg, 11 July 2010





ADVANCED TECHNOLOGY TRAINING INSTITUTE

# Certificate of Attendance

Daphney Teffo  
ID / Passport Number : 8712080982087

*Microsoft Excel 2010 Intermediate*

## Course Contents

- Functions and Formulas
- Mathematical Functions
- Statistical Functions
- Financial Functions
- Database Functions
- Cells Formatting
- Templates
- Logical Functions
- Time & Date Functions
- Mathematical Functions
- Text Functions
- Lookup Functions
- Named Ranges
- Manipulating Worksheets
- Paste Special Options



Learners can request to be assessed against this course 6 months from the date that this certificate is issued

This certificate is not an Unit Standard Title, please check with the Academic Counsellor what process must be followed to receive credits

Xantum Trading 304 PTY Ltd Vs ATTI Computer Education & Training Bloemfontein can assess learners against Unit Standards not exceeding 120 credits

ISSETI SETA Accreditation Number : ACC 95 000 787

Given on: *Wednesday, November 27, 2013*

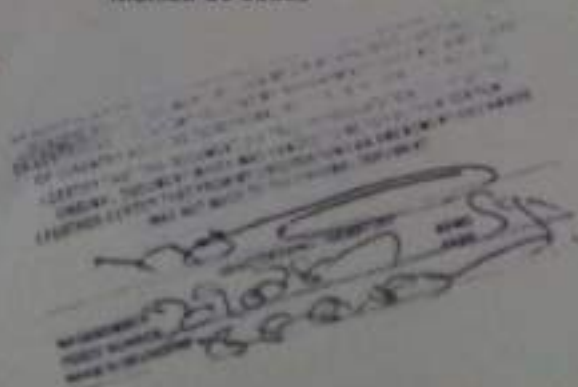
Educator

Oorabile Mariti

Quality Assurance Director

Merisa de Jesus

Certificate Number : 4693



**Certificate of Service**  
**Venue Information Assistant**

Issued to:  
**DAPHNEY TEFFO**  
8712080982087  
PO Box 55324  
Polokwane  
0700

This is to certify that **DAPHNEY TEFFO** worked with HBS 2010 Ltd as an Intern from **10 June 2010 to 27 June 2010** in the position of **Venue Information Assistant** at **Free State Stadium, Bloemfontein** during the **2010 FIFA World Cup South Africa™** which took place from 11 June to 11 July 2010.

HBS was the official host broadcaster of the event, responsible for the Television and Radio Operations. The company produced the multilateral coverage of the event for all Media Rights Licensees and provided them with production facilities for their specific additional coverage. HBS designed, built and operated the International Broadcast Centre.

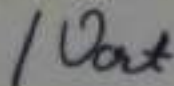
As part of the HBS Intern Programme, the Intern successfully completed a preparatory workshop on the following subjects:

- Organisation of a host broadcast operation
- Event Management
- Television Production
- Training on the tasks requested to fill the assigned position

All selected interns were subsequently integrated into HBS event time staff of approximately 2500 broadcast specialists. Working as an **Venue Information Assistant**, **DAPHNEY TEFFO** earned a stipend of **ZAR4,000.00** and was requested to fulfill a number of varying tasks including:

- Assisting the Broadcast Information Manager in all his/her duties:
  - ✓ Distribution of over the counter information in the Broadcast Information Office
  - ✓ Liaising with the Organising Committee Media Department to ensure Broadcasters receive the same information as press journalists
  - ✓ Helping the Information Manager with distribution of Supplementary Access Devices (SADs)
  - ✓ Assisting the broadcasters with any requests they had in terms of HBS' production

The Intern gained valuable professional experience in working on the largest single sport event in the world and by working in a multi-national and highly client-oriented environment.

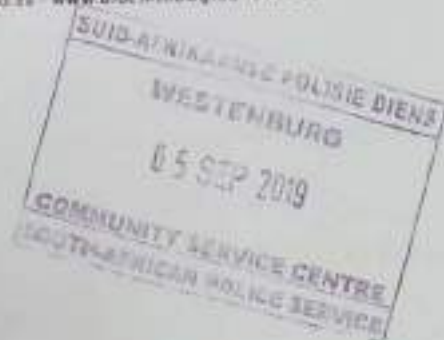


Ingrid Volt  
Head of Human Resources

**HBS 2010 LTD INCORPORATED IN SWITZERLAND**

Director: Francis Tesson (France), Co-Directors: Christa (France), Registration Number: 2010/044019  
Head Office: Johannesburg, Suite 2, One Main Street and Luthuli Street, Sandton, Johannesburg  
South Africa. Website: [www.hbs2010.com](http://www.hbs2010.com) Email: [info@hbs2010.com](mailto:info@hbs2010.com)





29 July 2016

To Whom It May Concern:

I, Elmarie Prinsloo, CEO of the Showgrounds Development Trust, confirms that Ms. Daphney Teffo, with ID no. 871208 098 2087 was permanently employed by us from 1 August 2013 till 31 July 2016.

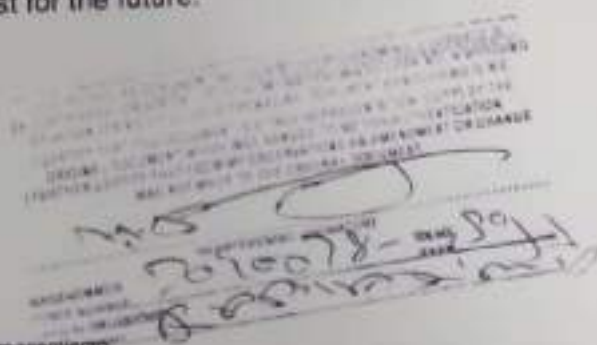
Ms Teffo was employed as the Marketing coordinator. She made a positive contribution to our company for three years.

Her job involved assisting the CEO with all marketing and media related matters, proposals to sponsors, administrative management of sponsors, interaction with the media for advertising, managing the website, Twitter and Facebook accounts of the company, assisting with advertising planning of the company, assisting with press releases, managing the social responsibility program, general administrative assistance to the CEO with regards to media, advertising and marketing.

We wish her all of the best for the future.

  
ELMARIE PRINSLOO  
CEO

Personeel dokumente Engtelug permanentemp





## ARTS AND CULTURE TRUST (ACT) BUILDING BLOCKS 2020-2021

**CERTIFICATE awarded to:**

*Daphney Reshoketswe Teffo*

For successfully completing the ACT Building Blocks Masterclasses  
and Mentorship Programme 2020-2021

**Training included:**

- Digital Skills
- Asset Based Community Development in the Arts
- Marketing in the Arts
- Governance, Monitoring and Evaluation in the Arts

**On completion of this programme, s/he should have:**

- Knowledge, understanding and application of good governance principles (authority, accountability, leadership and direction) and practices of the processes by which organisations are directed, controlled and held to account.
- Clear understanding of how to track implementation and outputs systematically and measure the effectiveness of projects and programmes in organisations/companies.
- Understanding of the value of customer insights, consumer segmentation and the ability to apply targeted marketing
- Knowledge of sponsorship rights, the development of sponsorship strategies and the ability to measure and report on return on marketing investment;
- The ability to identify and build upon strengths and assets, to directly feed into community development initiatives designed to stimulate and support citizen-led efforts.
- An understanding of the importance of strategy and the tools to use when producing multimedia content for their social media platform
- The ability to identify and choose the best platform to distribute content and how to monetise the selected platform



**ACT CEO**



**NAC CEO**



UNIVERSITY OF THE FREE STATE  
UNIVERSITEIT VAN DIE VRYSTAAT  
YUNIVESITHI YA FREISTATA

THIS IS TO CERTIFY THAT THE DEGREE

## **Bachelor of Management Leadership**

HAS BEEN CONFERRED UPON

**TEFFO, Reshoketswe Daphney**

IN ACCORDANCE WITH THE STATUTES AND  
RULES OF THE UNIVERSITY, AS WITNESS  
OUR RESPECTIVE SIGNATURES  
AND SEAL OF THE  
UNIVERSITY BELOW.

VICE- CHANCELLOR

REGISTRAR



BLOEMFONTEIN  
19 APRIL 2023  
2005086620

132312





# **Certificate of Attendance**

**THIS IS TO CERTIFY THAT**

**Daphney Teffo**

**HAS ATTENDED AND SUCCESSFULLY COMPLETED THE  
FOLLOWING COURSE**

**Quality Customer Service**

**Date: 20-21 April 2023**



**National Quality Assurance Manager**



In recognition of the successful completion of

The Climate Crisis: Addressing 5 Key Areas for Change

the Young African Leaders Initiative certificate is awarded to  
Reshoketswe Daphney Teffo

December 11, 2023

**DATE**



*\* This certificate is not issued by an academic institution and does not entitle bearer to academic credit; it is intended for personal and professional development.*



# **Certificate of Completion**

**Reshoketswe Daphney Teffo**

successfully completed

**Getting Started with DevOps on AWS**

on

5/23/2024



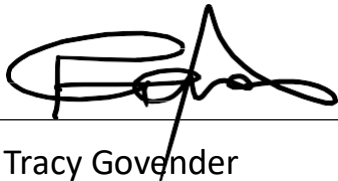
# CERTIFICATE OF ATTENDANCE

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**Daphney Teffo**

has successfully completed

AWS Discovery Day - Introduction to Prompt Engineering



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Tracy Govender  
Mecer Inter-Ed

2024-09-20 - 2024-09-20

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COURSE DURATION



# **Certificate of Completion**

**Reshoketswe Daphney Teffo**

successfully completed

**AWS Technical Essentials**

on

8/25/2024



International  
Trade  
Centre



SME TRADE ACADEMY

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# CERTIFICATE OF ACHIEVEMENT

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ITC certifies that

**RD Teffo**

has successfully completed and received a passing grade in the following course:

**Introduction to E-commerce**

Delivered by the SME Trade Academy, issued on 28 April 2021

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A handwritten signature in black ink, appearing to read 'P. Coke-Hamilton'.

**PAMELA COKE-HAMILTON**  
EXECUTIVE DIRECTOR  
INTERNATIONAL TRADE CENTRE



CODE: iCztRchcd8

For more information, verify at:  
[learning.intracen.org/verify](https://learning.intracen.org/verify)





# **Certificate of Completion**

**Reshoketswe Daphney Teffo**

successfully completed

**Introduction to Generative AI - Art of the Possible**

on

6/3/2024



In recognition of the successful completion of

Fundamentals of Climate-Smart Entrepreneurship

the Young African Leaders Initiative certificate is awarded to

Reshoketswe Daphney Teffo

December 11, 2023

**DATE**



*\* This certificate is not issued by an academic institution and does not entitle bearer to academic credit; it is intended for personal and professional development.*