

# ISABEL BOTHA

## CONTENT CREATOR & PROJECT MANAGER

### CONTACT

 bellabas@gmail.com

 +1 705 559 0229

 [linkedin.com/in/IsabelBotha22/](https://www.linkedin.com/in/IsabelBotha22/)

### EXPERTISE

- ▶ Writing compelling content
- ▶ Donor-centric fundraising
- ▶ Social media management
- ▶ Media relations
- ▶ Direct mail fundraising
- ▶ Public relations
- ▶ Project management
- ▶ Brand management
- ▶ Basic graphic design

### VOLUNTEERING

- ▶ Peterborough and Area Fundraisers Network – Executive Board's Communications Specialist

### PROFILE

After obtaining my degrees in Journalism and Applied Language studies, I set out to learn as much about the different aspects of the communication environment as possible. I have dabbled in journalism, public relations and corporate writing, but love taking the lead on projects and seeing them through to fruition.

I've spent several years in the marketing agency and corporate marketing environments in South Africa, working with clients in the energy, financial services, film, hospitality, R&D, engineering and education sectors, to name but a few.

I've volunteered in the animal welfare sector for over a decade and continue to foster and assist in other ways, when possible. I also serve on the Board of the Peterborough and Area Fundraisers Network as its Communication Specialist, and together with the rest of the team look forward to growing a strong, inclusive and ethical network of fundraisers here in Peterborough and surrounding areas.

### EDUCATION & PROFESSIONAL DEVELOPMENT

#### *Qualifications*

BA Hons (Applied Language Studies), University of Pretoria (2004)\*

BA Languages (Journalism), University of Pretoria (2003)\*

*\* Both degrees verified by WES*

#### *Other courses*

- ▶ Fundamentals of Fundraising, Cathy Mann's Fundraising Lab
- ▶ The Art of an Interview Course, Print Media SA
- ▶ Corporate Governance and King IV Report Seminar with Mervin King, Decision Makers
- ▶ Several customer service workshops
- ▶ Fear Free Shelters Course

## PROFESSIONAL EXPERIENCE

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### ***Trent University***

***November 2020 – current***

#### ***Positions held***

Communications & Media  
Relations Officer  
(Contract position covering  
maternity leave)

#### ***Key outcomes***

- ▶ Proactively seek out, plan, manage, pitch and execute external and internal news opportunities through a brand journalism approach, building the reputation and awareness of Trent University.
- ▶ Within a few months, built a strong relationship with the Office of Research to identify media opportunities, ensure timely announcements of research funding news and success stories, and highlighting the unique connection between research and teaching at Trent.
- ▶ Provided a high level of general writing and project management support: developing project plans, writing content and overseeing suppliers on projects across several mediums, including websites, video productions, print content, e-communications and broadcast media.
- ▶ Assist with strategic development of University's various social media channels and its content.

### ***The Fundraising Lab***

***December 2020 – May 2021***

#### ***Positions held***

Spark Membership  
Community Coordinator  
(Part-time, after hours  
volunteer position)

#### ***Key outcomes***

- ▶ Contribute to building the Spark online learning community by developing content themes and engagement challenges.
- ▶ Ensuring continued engagement with members through weekly e-newsletters and social media updates.
- ▶ Build the Spark brand and website content in a consistent manner.
- ▶ Ensuring a positive member experience through timely responses and addressing questions through our mentoring and Q&A sessions.

### ***Peterborough Humane Society***

***August 2018 – June 2020***

#### ***Positions held***

Marketing, Communications &  
Development Coordinator  
(Started as Animal Care  
Attendant)

#### ***Key outcomes***

- ▶ Implemented new fundraising and communication strategies to improve engagement, donor stewardship and public perceptions.
- ▶ Significantly increased social media following and engagement (organically).
- ▶ Almost doubled regular monthly donor revenue within 9 months.
- ▶ Doubled funds raised through annual direct mail appeal.
- ▶ Doubled email subscribers.
- ▶ Exceeded budget on all fundraising campaigns launched.
- ▶ Redeveloped the PHS website.
- ▶ Launched a new, modern quarterly e-newsletter.

***Kashan Advertising******November 2011 – June 2018******Positions held***

Project Manager &amp; Copywriter

***Key outcomes***

- ▶ Lead the team to the successful completion of over 100 annual report projects, as well as the production of other marketing and communication materials for several national clients.
- ▶ Built strong client relationships through clear communication regarding timeframes, design brief, required deliverables, printing requirements, thus ensuring return business.
- ▶ Upheld the company's superior writing and editing reputation, ensuring the repeat business of large clients in government such as the South African Nuclear Energy Corporation, South Africa's Road Accident Fund, National Department of Energy, Hosmed Medical Aid and the National Science and Technology Forum.

***Kievits Kroon Country Estate******April 2010 – November 2011******Positions held***Public Relations Manager  
(Started as contract  
Conference Coordinator)***Key outcomes***

- ▶ Developed and managed the hotel's social media platforms and was involved in refreshing the website, particularly rewriting the content.
- ▶ Met all targets for the number of press releases and media visits per year, despite very little being spent on advertising in these publications.
- ▶ Served as part of the Hotel's social responsibility team and played a leading role in the Ithutha Art Project, which supported children from local impoverished communities.

***Blue Financial Services******October 2007 – February 2010******Positions held***

Traffic Manager &amp; Copywriter

***Key outcomes***

- ▶ Met the marketing needs of branches across the Group's 14 country footprint.
- ▶ Together with the design team, developed successful marketing campaigns, relevant in different cultures and where literacy levels are often low.
- ▶ Ensured brand consistency across all 14 African countries.
- ▶ Implemented innovative internal motivation and communication campaigns to keep staff motivated.
- ▶ Implemented Plain English writing principles, breaking down complex financial concepts for the average person to understand the benefit.
- ▶ Drew on Africa's storytelling culture to share our clients' successes.

## **AgriConnect**

**May 2005 – June 2007**

### **Positions held**

Editor-in-Chief and Journalist

### **Key outcomes**

- ▶ Honed my interview skills as I liaised with key role-players in South Africa's dairy industry to source articles and stay on top of sector news.
- ▶ Took the lead as Editor-in-Chief of one of the group's new magazines, the *M&J Retailer* – a business-to-business magazine aimed at the milk and juice retail sector in South Africa.
- ▶ Took responsibility for the group's agricultural radio programs on Radio Pretoria (city station) and RSG (national station), working closely with key role-players in South Africa's agriculture sector.

## **ACCOMPLISHMENTS**

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I've had the honour of working with some amazing teams, and together we've received the following awards:

- ▶ Diamond Award winner in the Non-Profit category of Peterborough This Week's 2020 Reader's Choice Awards
- ▶ **MPASA PICA Awards:** Best B2B magazine in the category farming, agricultural produce and equipment, irrigation and horticulture (The Dairy Mail, AgriConnect, 2006 and 2007)
- ▶ **MPASA PICA Watlin Trophy:** B2B Magazine (The Dairy Mail, AgriConnect, 2006)
- ▶ **Nkonki SOC Integrated Report of the Year:** Category Winner (Kashan Advertising, 2013)
- ▶ **CSSA Integrated Report Awards:** Merit Award (Kashan Advertising, 2015)
- ▶ **Printing SA Northern Chamber:** Silver medal for design (Kashan Advertising, 2016)