



Alda Smith

Business, Marketing & Communications Leader
Head of Content & Media
Social Transformation Advocate

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Professional Summary

Head of Multi-Media Content and Business, Marketing & Communications Manager of 20 years, with a focus on integrated and creative marketing solutions, transformative relationships, top-notch communication, content development and product / service innovation. I consider myself a generalist with a special interest in the role the humanities and art should play within healthcare & education.

As a well-published social advocate, creative and marketing strategist with international experience, I serve / have served and collaborated with media and entertainment brands (e.g. Disney Channel, Virgin Media, Sunrise Productions etc), non-profits, educational institutions, healthcare groups (e.g. Netcare, Life & Mediclinic), FMCG brands, publishing houses, fintech businesses (e.g. Sanlam and Transfermate), pharma companies, public organisations, property markets, retail groups (e.g. Toy Kingdom, Pick 'n Pay, Shoprite Checkers) and various other multi-disciplinary teams with a mixture of humanitarian, creative and business acumen.

Fluent in two languages (English and Afrikaans) with a basic understanding of Dutch and Xhosa.

Currently the Head of Content Marketing at the award-winning Zahra Media Group in Ireland.

Professional Experience Highlights

Zahra Media Group | Dublin, Ireland

Head of Content Marketing (February 2019 – present)

Head of the Content Marketing Department at Zahra Media. Responsible for leading a diversely skilled content team in the strategy direction, creative, production, alignment, re-purposing and distribution of marketing content and narrative for fintech, beverage, pharma, luxury car, entertainment, parenting, energy, food and financial brands.

Client Portfolio Examples: Virgin Media (see <https://lnkd.in/gJTzrbY>), Transfemate, MSD, Heineken, Skoda, Audi, Mothercare, the Kings Hospital Private School, Aviva, ESB and BWG.

KIN Foundation | Cape Town

Chief Executive Officer (January 2018 – January 2019)

Facilitates social transformation, advocacy and communication in healthcare and education.

Works with clients towards a future where meaning and sustainable solutions are co-created within healthcare and education communities.

Stakeholder Examples: Mediclinic Hospitals, Life Hospitals and Netcare.

SABPA (SA Birth Photographers Association) | Cape Town

Chair and Quality of Life Executive (September 2013 – October 2018)

The South African Birth Photographers Association (SABPA) represents professional birth photographers in South Africa and aims to grow birth photography as a professional service within the healthcare realm in South Africa – successfully integrating medicine and humanities.

Stakeholder Examples: Mediclinic Hospitals, Life Hospitals and Netcare.

Media24 & Love Alda | Cape Town

Your Pregnancy Columnist | Patient Experience Journalist & Photographer (September 2013 – December 2016)

Attended and observed over 100 medical procedures as quality of life executive and photographer.

Served Your Pregnancy as a Parenting / Patient Experience Journalist.

Campaigned for compassion in healthcare (with a focus on parenting & birth) through monthly Your Pregnancy column and At the Heart of Birth video series.

Published Birth – a photo journal celebrating beautiful maternal moments.

Published Kinderfli – child-centered lifestyle design magazine.

Superbrands (Toy Kingdom) | Cape Town
Director of Marketing (January 2012 – September 2013)

Contracted by Super Brands to develop and head a retail chain's (Toy Kingdom) marketing division. Was involved in the development of the strategic direction and profitable business model of the company across all categories with a focus on staffing and resources strategies, wholesale, shop retail, retail experience management as well as online retail. Responsible for professional learning and development of design and sales teams, allocating human and other resources to implement policies and campaigns, establishing financial and administrative controls, brand development and management, organizational culture management and internal communication.

Pam Golding PTY LTD | Cape Town
Marketing & Sales Director (December 2011 – September 2013)

Contracted by Pam Golding Properties to pioneer, head and run the national marketing & sales division for Pam Golding Affordable Housing. Contributed to departmental culture facilitation, sales team recruitment, training and retention. Responsible for goal planning, lead creation and conversion and monitoring actionable sales for various affordable housing developments. Sustainable urban design through the engagement of local communities and the affordable housing market, formed part of the department's portfolio.

Root Three Sixty | Cape Town
Senior Account Director (March 2010 – December 2011)

Employed as a Senior Account Director at The Design Engine (later called Root Three Sixty), a full service marketing agency. Was responsible for securing and managing large corporate, NGO and public engagement accounts such as Old Mutual Health Insurance, FEI World Cup and the Alcohol Fetal Syndrome Association of South Africa.

Egg Marketing & Communications | Cape Town
Founder & Managing Director (January 2003 – March 2010)

Founded and managed Egg Marketing & Communications, a full service marketing and communications agency that provided optimised, integrated marketing, communication, sales, public engagement and fundraising solutions for children, family, social service and entertainment brands, as well as NGO's for 7 years. Responsible for all human and other resource allocations and management, as well as the management of professional learning and development across the organization. Supervised a team of seven junior and senior marketing / design professionals.

Egg Marketing was the first South African agency to partner with the Department of Education to provide socially responsible, curriculum-based and sustainable marketing solutions. It was also the only agency with a formal partnership with the Child Accident Prevention Foundation of South Africa and the Occupational Therapy Association of South Africa. More than one of Egg Marketing's campaigns was nominated for an award of excellence.

Client Portfolio Examples: Disney Channel UK, CAMI Education, Olli Organics, Coca-Cola SA, I&J, TLC Wellness brands, Two Oceans Aquarium, the SA Heart Foundation, the National Sea Rescue Service, the SPCA, the Red Cross Air Mercy Service, Canal Walk Shopping Centre and the FEI World Cup.

Cape Peninsula University of Technology | Cape Town
Marketing Lecturer (January 2003 – January 2004)

Part-time Marketing Lecturer for Second Year Public Relations Students at the Cape Peninsula University of Technology.

Banks Love Marketing Ireland & UK | Dublin, Ireland
Account Manager (January 2001 – December 2002)

Employed at Banks Love, a leading marketing and communications agency in Dublin, Ireland. Started as an account executive in the beginning of 2001 and was promoted to account manager in 2002. Responsibilities included strategic planning, concept development, writing marketing proposals, campaign budgeting, campaign implementation and management, design briefing and management, print management, supplier and third party liaison, premium sourcing & buying, budget management, project evaluation, margin forecasting and general account management for clients such as Irish Biscuits, Guinness, Garnier, McDonnells, McCains, the National Safety Council, Campbells and TodayFM.

Education

Master's Degree Communications | current | Cape Peninsula University of Technology

Bachelor's Degree Public Relations | 2000 | Cape Peninsula University of Technology

National Diploma Public Relations | 1999 | Cape Peninsula University of Technology

Certifications

Professional Certification Medicine & The Arts | 2015 | University of Cape Town

Professional Certification Product Launch Formula | 2016 | Jeff Walker

Nikon-Associated Photographer | 2016 | Nikon-South Africa

International English Language Proficiency Certification | 2017 | IELTS

References



Vince Verlaan
Principal at MODUS
Planning, Design &
Engagement
March 21, 2018, Vince was
Alda's mentor

A very crisp and passionate communicator who always strives for excellence and impact, Alda would be a great asset for a team/organization that needs focused messaging. With her visual/artistic skills and ability to make both images and words "sing", Alda has shown time and again how her work can influence the audiences you need to reach and impress. A real talent!



Camilla Lor
Marketing Executive at
Hyprop Investments Ltd
October 12, 2017, Camilla was a
client of Alda's

Alda and the team at Egg Marketing were always a pleasure to work with. Exceptionally creative and out-of-the-box thinkers, they always presented innovative concepts and were able to deliver with fantastic professionalism and attention to detail.



Charlotte Grey
Account Director at Saatchi
& Saatchi
October 10, 2017, Charlotte
reported directly to Alda

Alda was my first manager after leaving university and gave me a great foundation with her strong leadership skills. She has great passion and determination to achieve her goals and this came through strongly when implementing successful marketing campaigns run for various brands focused on the children's/youth market.



Paul Banks
Marketing & Business
Development Director
September 19, 2017, Paul was
senior to Alda but didn't
manage directly

Alda is special. She is creative, passionate, original in her thinking, hard working and brave.
She joined my business in Ireland from South Africa. For some reason she could not attend for interview. So she interviewed herself, taped the interview and sent it to me. To me that showed that she was intelligent, articulate, creative and a problem solver. I gave her the job on the basis of her self interview and I was not disappointed. In our team Alda was very popular. She was always invited to creative meetings because she always had original ideas and she fought hard to bring her ideas to life. That was a long time ago. Since that time we have stayed in touch. I have visited her and her lovely family in South Africa. I am honoured to call her a friend.



Stephen Dolan
Senior Designer at Alltech
September 29, 2017, Alda
worked with Stephen in the
same group

I had the pleasure of working with Alda for several years in Banks Love marketing, Dublin, Ireland, where I was creative director. Alda was a professional and driven marketing executive in a highly demanding environment. Her approach to client handling and project management was insightful and effective. She displayed an understanding of the client's creative needs and understood how to brief the design team and encourage the best results for the client while managing tight project deadlines. Alda displayed creative skill in her own right too, in particular her knowledge for photography. A popular and dynamic member for the Banks Love team, we missed her presence when she felt the time was right to return home to South Africa.



Mareli Smit
Customer Experience
Designer | Culture
Transformation Evangelist |
Facilitator | Reformed
Marketer | Coach
September 20, 2017, Mareli
worked with Alda in different
groups

Alda is a born story teller and it was natural for her to start her career in the Public Relations space with communication and journalism as a focus. What drives Alda is her creativity and entrepreneurial spirit that is part and partial of her. She's been a business owner and manager for many years, working in various different industries. She is a real creative soul with a keen eye for detail, a knack for words and blessed with a talent for design. I've known Alda for many years as we've studied and worked together and can recommend her to anyone looking for a person that is passionate and purposeful.

