

# RESUME

## Education

### **Master Of Commerce (Mcom) In Strategic Brand Leadership**

Vega School  
-In Progress

### **Bcom Honours Business Sciences & Management**

Wits University  
- 2021

### **BBA Marketing Management**

IMM School of Marketing  
- 2019

### **Higher Diploma In Hospitality Management**

International Hotel School  
- 2008

### **Certificates**

**Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing**  
IE Business School

**Marketing Communications Strategy & Media Planning**  
IMM Graduate School of Marketing

**Digital Communications & Digital Public Relations**  
Digital School of Marketing

**Digital Marketing And Business**  
Udemy

### **Contact:**

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**THEMBEKA  
HLATSHWAYO**

**Marketing & Events  
Manager**

### **COMMUNICATIONS AND MEDIA PLANNING**

IMM Graduate School of Marketing

### **Marketing Foundations: Analytics**

LinkedIn Online

### **Creating A Communications Strategy**

LinkedIn Online

### **Lead Generation Foundations**

LinkedIn Online

**Senior Certificate | Matric**  
2003 - Vryheid High School

### **More Info:**

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# RESUME

## Experience

### Webber Wentzel Marketing and Events Manager

Jul 2025 - Current

**Responsibility:** I am responsible for leading all marketing initiatives and managing our entire events portfolio in relation to company protocols. My goal is to ensure that these efforts are innovative, professionally executed, and closely aligned with the firm's strategic objectives. This role demands a unique combination of strategic insight, creative vision, project management skills, and a hands-on approach to execution.

#### Key Focus Areas:

**Strategic Marketing Management**  
Develop and implement the annual marketing plan to support the firm's broader business strategy and growth objectives.

Manage the firm's marketing port-

Flagship Internal Events: (e.g., partner conferences, staff award ceremonies)

External Conferences & Seminars: (e.g., industry-specific thought leadership events)

Client Events & Hospitality: (e.g., networking dinners, client briefings, sporting hospitality)

Sponsored Events: Managing the firm's presence and ROI at third-party sponsorships.

Project manage high-profile events from conception to post-event analysis, ensuring they are delivered on time, within budget, and to the highest standard.

Bring the firm's strategy to life by

folio, providing day-to-day oversight and direction for all projects, campaigns, and marketing activities.

Analyse market trends and competitor activity to identify new opportunities and ensure the firm's marketing remains cutting-edge.

Define and monitor key performance indicators (KPIs) for marketing initiatives to measure effectiveness and return on investment (ROI).

#### Events Programme Creation and Execution

Conceive, plan, and deliver a comprehensive annual events programme that includes:

designing event experiences that effectively communicate key messages and reinforce the firm's brand values.

#### Team and Operational Management

Manage and mentor the Marketing and Events Coordinator(s), delegating tasks effectively and fostering their professional development.

Implement and document Standard Operating Procedures (SOPs) for all event and key marketing processes to ensure consistency, efficiency, and quality.

Manage multiple projects and campaigns simultaneously, often under tight deadlines, demonstrating exceptional organisational and prioritisation skills.

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### Wits Business School Events, Protocol & Operations Manager

Aug 2015 - Jun 2025

**Strategic Leadership:** Oversee the scheduling and operations of the events portfolio, ensuring alignment with institutional goals and marketing strategies.

**Process Optimization:** Review and improve event execution processes, implementing advanced technologies to enhance productivity and meet institutional targets.

**Quality Assurance:** Develop and monitor quality standards for events, conducting audits and evaluations to ensure excellence.

**Stakeholder Representation:** Serve as the primary representative in sponsorship stakeholder meetings, advocating for organizational interests and negotiating partner-

### Eye and Go Brands. Brand & Marketing Specialist

Freelancer - Current

**Brand Strategy Development:** Assist start-up businesses in developing brand identities and marketing strategies, ensuring alignment with business objectives.

**Integrated Marketing:** Execute multi-channel marketing campaigns, including digital design, web design, and social media exposure.

**Creative Direction:** Led the design and execution of comprehensive brand development strategies for diverse corporate clients, focusing

ships.

**Team Management:** Lead and mentor the events team, delegating tasks, evaluating performance, and ensuring compliance with industry regulations.

**Vendor & Sponsor Management:** Vet and select vendors, review sponsorship proposals, and manage vendor relationships to ensure seamless event execution.

*Oversee the execution of high-profile institutional events, ensuring seamless protocol adherence. Develop strategic annual event plans aligned with institutional goals. Manage diplomatic engagements, coordinating with VIPs and government officials.*

on establishing a strong and distinct market presence.

Developed and launched multifaceted integrated marketing campaigns that included cutting-edge digital media initiatives, social media engagement, and data-driven content marketing to reach targeted audiences effectively.

Conceptualized and implemented intricate corporate event strategies that were meticulously aligned with clients' overarching business objectives, resulting in increased brand visibility.

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Prior tenures

## Experience

Prior tenures

### The Unlimited Group **SENIOR EVENTS MANAGER**

May 2014 - Jun 2015

**End-to-End Event Planning:** Successfully conceived, planned, and executed a variety of events from inception to completion. Ensured that each event was meticulously aligned with the organization's strategic objectives, all while diligently adhering to established protocols and guidelines.

**Budget Management:** Oversaw the preparation and management of comprehensive event budgets, meticulously tracking expenses to ensure strict financial adherence while maximizing cost-effectiveness. Implemented detailed forecasting and monitoring processes to identify potential variances, allowing for timely adjustments and strategic decision-making to

stay within budgetary constraints. Collaborated with vendors and stakeholders to negotiate better rates and secure high-quality services, ultimately delivering successful events that met both financial and operational goals.

**Vendor Coordination:** Sourced, negotiated, and managed vendors, including DJs, caterers, and event staff.

**Crisis Management:** Resolved issues during events, ensuring smooth execution and client satisfaction.

**Post-Event Analysis:** Conducted evaluations and prepared reports to assess event success and identify areas for improvement.

### Conference Call Sa & Usa **COUNTRY OPERATIONS & EVENTS TIONS**

Mar 2010 - Apr 2014

**Event & Operational Planning:** I cultivated and nurtured strong relationships with a diverse range of venues and suppliers, skillfully negotiating contracts and rates that not only enhanced the efficiency of event logistics but also secured favorable terms for our organization. My role required a deep understanding of the unique needs and capabilities of each partner, allowing me to tailor our approach for optimal outcomes.

Additionally, I collaborated closely with our USA branch, engaging in

detailed discussions to thoroughly grasp their ceremonial protocols and cultural nuances. This ensured that all events were meticulously planned and executed in accordance with their established guidelines, fostering a cohesive and respectful representation of their standards at every event.

**Client Engagement:** Showed strong client orientation and focus on customer satisfaction by generating leads, marketing services, and nurturing key accounts to drive business growth.

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### Vital Link Consulting EVENTS & LOGISTICS MANAGER

Feb 2008 - Feb 2010

**Business Development:** Proactively identified client opportunities and effectively promoted services through strategic email campaigns, engaging telephone conversations, and impactful face-to-face interactions.

**Team Leadership:** I provided comprehensive guidance and performance management for a team of account managers, focusing on fostering alignment with our strategic business objectives and established protocols.

This involved conducting regular training sessions and workshops to equip the team with the necessary tools and skills to enhance their client engagement and service delivery.

### Hotel Staff - Durban RECRUITMENT & RELATIONSHIP MANAGER

Mar 2007 - Jan 2008

**Talent Acquisition & Recruitment Job Posting & Sourcing:** Source candidates through databases, networking, referrals, and recruitment agencies.

**Candidate Screening:** Review resumes and applications to short-list qualified candidates.

**Interview Coordination:** Schedule and coordinate interviews. Participate in interviews to evaluate candidates' skills, experience, and cultural fit.

**Candidate Assessment:** Adminis-

ter skills assessments, tests, or assignments to evaluate candidate competencies. Ensure a smooth onboarding process for new hires.

**Relationship Management:** Build and maintain strong relationships with candidates, ensuring a positive candidate experience throughout the recruitment process.

**Stakeholder Collaboration:** Work closely with hiring managers and department heads to understand their staffing needs and requirements.

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**Sandford Park Country Hotel**  
**BANQUETING & FRONT HOUSE MANAGER**

Mar 2006 - Apr 2007

**Event Planning & Coordination:** Plan and organize banquets, conferences, weddings, and other events according to client requirements.

**Vendor & Supplier Management:** Liaise with caterers, decorators, audio-visual technicians, and negotiate contracts and manage relationships with suppliers to ensure quality service and cost-effectiveness.

**Staff Coordination:** Recruit, train, and supervise banqueting staff, including waiters, bartenders, and event coordinators. Assign duties and ensure staff are well-prepared for events. Manage staff, conduct training sessions to ensure staff are knowledgeable about hotel

services, policies, and procedures.

**Logistics & Setup:** Oversee the setup and breakdown of event spaces, ensuring they meet client expectations and safety standards.

**Quality Assurance:** Ensure all events meet high standards of service, food quality, and guest satisfaction. Conduct post-event evaluations to identify areas for improvement.

**Guest Services:** Oversee the front desk, concierge, and reception areas to ensure a welcoming and efficient guest experience.

Handle guest inquiries, complaints, and special requests promptly and professionally.

**Royal Hotel – Durban**  
**TRAINEE BANQUETING, & MARKETING COORDINATOR**

Apr 2004 to Jan 2006

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