# AMANDA MOREY

**Phone (cell): 083 348 0273 mandy.morey5@gmail.com**

Date of birth: 23 June 1966 Gender: Female

Known As: Amanda or Mandy Nationality: Irish

**Academic qualifications:**

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| * Intermediate Course in Logotherapy | UNISA | 2013 |
| * Introduction Course in Logotherapy | UNISA | 2013 |
| * Diploma in Marketing | IMM | 2012 |
| * First Aid Level One | OHS Academy | 2015 |
| * Mastering Leadership and Management Skills | Astro Tech | 2009 |

**Skills and COMPETENCIES:**

* Extensive knowledge of advertising and financial operations procedures
* Excellent organisational and managements skills
* Ability to prioritize and work under pressure
* Ability to think innovatively
* Strong problem-solving skills and detail oriented
* Excellent team player
* Multi-task oriented
* Extremely flexible
* Excellent ability to adapt and learn new procedures
* Passionate and energetic – no task is too big to handle
* Can do attitude and lively spirit
* Accountable, passionate about great creative work, staff and clients
* Excellent training skills
* Excellent communication skills
* Computer literate (MS Outlook, Word and Chase)

**Professional Experience:**

**January 2018 – June 2019 – before immigrating to Ireland The Cheese Has Moved**

***Head of Print Production and Traffic, Events Co-Ordinator, Head of Office Administration***

**Main Responsibilities Print Production and Traffic**

* Managing the Production and Traffic Process (14 staff members)
* Creating optimum production solutions for each job (with the aim of enhancing the creative product)
* Ensuring the creative product is produced timeously, to the highest standard and within budget
* Overseeing the production process
* Generating detailed and accurate cost estimates, issue purchase orders and approving relevant supplier invoices
* Daily production updates
* Managing production budgets and costings
* Heading up traffic – daily meetings with creative, design, client service ensuring all jobs are produced timeously
* Determining quality control standards
* Introducing innovative manufacturing processes
* Liaising with Head Office Finances on a daily basis
* **AfroCentric Group – consisting of 15 divisions**
  + Created gifting catalogue/library from locally sourced suppliers
  + Coordinating print production, outdoor and event branding
  + Coordinated Branding and Events for all companies
    - **Fedhealth, Sasolmed, Nedbank Medical Aid Society and various others :** Liaising with Agency Client Service, Creative Department and Client re various events i.e.: Wellness Days at various venues. Mountain Bike Challenge, National Roadshows
    - Coordinating set up and strike of all branding post events
    - **Hotels, Restaurants** Liaising with staff and co-ordinating venues and events
    - Sourcing and coordinating gifts for local and international guests and media

**Management Skills**

* Member of Board
* Work closely with upper management to identify and suggest solutions on how to improve departmental and team morale
* Keep abreast of current trends and the latest technological advances
* Help to elevate department's role in the whole advertising and event process
* Staff appraisals, salaries and leave approval
* Identifying staff training needs
* Monthly reporting to deputy Managing Director and Financial Director
* Monthly presentations to Management

**Other Responsibilities**

* Organising internal and external events – (agency and clients)

Managing reception, kitchen staff and Health and Safety – First Aid and Fire

**March 1993- December 2017 FCB Johannesburg**

***Print Production, Retouching, Desk Top Publishing (DTP), Proof Reading and Art Buying Manager***

**Main Responsibilities (Print Production)**

* Managing the Production, DTP, Retouching and Proof-Reading teams (15 staff members)
* Creating optimum production solutions for each job (with the aim of enhancing the creative product)
* Ensuring the creative product is produced timeously, to the highest standard and within budget
* Overseeing the production process
* Generating detailed and accurate cost estimates, issue purchase orders and approving relevant supplier invoices
* Daily production updates
* Managing production budgets and costings
* Liaising with traffic, creative, design, client service, repro, print and suppliers
* Determining quality control standards
* Attending daily operations meetings
* Introducing innovative manufacturing processes
* Liaising with accounts department on a daily basis
* Co-ordinate paper reps and paper samples to be supplied to agency, and update monthly
* Co-ordinating samples of various printing techniques for presentation to creatives
* **South African Tourism:**
  + Empowering local communities by only utilising locally produced products and services
  + Created gifting catalogue/library from locally sourced suppliers
  + Coordinating print production, outdoor and event branding
  + Coordinated Branding Component for Indaba 2016 and 2017
    - **Airports:** Liaised with Airports Company South Africa (ACSA) for minimum branding at OR Tambo and Cape Town International Airport
    - Liaised with marketing and ACSA, coordinated reccee’s, permits and branding airside and landside of King Shaka International Airport (portholes, escalators, travellators, arrivals lounge, Mugg and Bean and bus depot for domestic and international
    - Coordinating strike of all branding within two working days post Indaba
    - **Hotels, Restaurants and uShaka Marine World:** Branding of Hotels, Restaurants and uShaka Marine World
    - Sourcing and coordinating room drops for local and international hosted buyers and media
    - Coordinating branding and strike for **Durban Country Club golf day**
    - **International Convention Centre (ICC) and Durban Exhibition Centre (DEC):** Liaised with project manager and ICC, coordinated branding for the ICC including all conferences and media launches. 2017 ICC overnight rebranding with “I/We do tourism” and rebranding on the last night to Africa’s Travel Indaba, including coordinating the manufacturing process of 3x12 meter containers placed at the ICC including all logistics. Coordinating strike, wrapping, packing, auditing and returning branding and gifting to Skynet for storage.

**Main Responsibilities (Retouching)**

* Retouching
* Brief photographer on retouching requirements prior to shoot
* Liaising with the Creative and Retouching team post shoot
* Cost estimates, timing plans and monitoring the retouching process to Epson proof and final client approval

**Main Responsibilities (DTP)**

* Managing the DTP process from lasers, dropping in high resolution images, epsons and loading for print
* Liaising with client service, DTP and creative staff prior to job commencement
* Cost estimates, quality control (printing specification and media chase list)
* Ensuring all media and press work are made according to specification
* Ensuring all materials are dispatched timeously via ad send to the relevant publications
* Organising material extensions if required

**Main Responsibilities (Art buying)**

* Sourcing with Creative the talents of photographers and illustrators that are appropriate for the execution of the agency's creative concepts under existing deadlines and budgets
* Negotiate cost and timing with the artist's representatives for the best product within budget
* Co-ordinate pre-production planning and purchasing of art work (photography and illustration) and prepares for reproduction for all media
* Administer all related paperwork, PO's, invoices, releases, etc.
* Comply with quality standards for the team
* Work to foster innovative solutions
* Build relationship at appropriate client/supplier level
* Co-ordinate photo shoots
* Create photographer portfolios according to specialised category and making available to creatives
* Get creative approval of photo shoots/stock photography
* Purchase stock photography
* Keep client service and creative apprised of the status of work

**Management Skills**

* Member of FCB Manco Board
* Work closely with upper management to identify and suggest solutions on how to improve departmental and team morale
* Keep abreast of current trends and the latest technological advances
* Help to elevate department's role in the whole advertising process
* Staff appraisals, salaries and leave approval
* Identifying staff training needs
* Monthly reporting to deputy Managing Director and Financial Director
* Yearly presentations to Manco

**Client Portfolio**

* SAA, ABSA, Eskom, First National Bank, First Rand Group, Vodacom, Toyota, Lexus, Old Mutual, SARS, Tax Ombudsman, Coca-Cola, Telkom, Transnet, Sappi Fine Papers, Famous Brands, Distell, SAFA, Wimpy, National Lottery, PPC, SANBS, SABS, South African Tourism, Brand SA and IDC

**Other Responsibilities**

* Established and manage the FCB Yearly Internship Program
  + Co-ordinate weekly training meetings with existing H.O.D’s, clients and suppliers
  + Co-ordinate site visits to radio recordings, photographic shoots and Repro and print shops
  + Facilitating the interns pitch to client, senior management and H.O.D’s, with the winning team being rated and scored by client, H.O.D’s and FCB senior management
  + Organising graduation ceremony and supplying certificates to SETA and graduates
* Mentoring and supervising yearly interns and other staff members
* Co-ordinating job shadowing for High School students
* Co-ordinated FCB staff training programme
* Organising internal and external events – (agency and clients) and a member of FCB entertainment committee
* Assisting traffic and repro department when necessary
* Assisting Client Services when necessary and attending client meetings

**Prior Experience**

* Assisted in establishing the FCB below the line division (FCB Impact)
  + Established systems and procedures
  + Established repro department
  + Established traffic department
  + Set up billing process, client and supplier billings
* Co-ordinated and procured client events
* Co-ordinated repro and print of Alan Knott Craig’s personal calendar
* Client serviced Pieter Klerck (Advertising Manager on Toyota on various projects)
* Co-ordinated interns in presenting the way forward for SAFA youth development programme (requested by John Dixon)
  + Entailed:
  + Meeting with Dr. Robin Peterson (chief executive officer at SAFA), Gordon Igesund (chief coach Bafana Bafana)
  + Briefing from client
  + Attending the Bafana Bafana vs Spain game at FNB stadium
  + Briefed trainees
  + Co-ordinated presentations to Dr. Robin Peterson, Gordon Igesund and various SAFA members
  + Organised function for the winning team with the above mentioned SAFA representatives

**awards and achievements:**

* **Raising the Bar: (Staff Nominated Award for performance excellence)**
* Won Award 3 times and have been nominated as runner up for the past 5 years
* **First female production person in the Lindsay Smithers Group**

**REFERENCES:**

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| Dr Anton Botha – Owner  The Cheese Has Moved  +27 83 325 3280 | Harry Christofi  CTP Group of Companies  +27 82 447 5217 |