

ANTONIA DETAILED CV



INTRODUCTION

- I design interactive conversations: seeking to drive social experience & balance business value.
- I strive to simplify interfaces: exceeding (heightened) customer expectations with the impact of tech (AI).

PERSONAL DETAILS

- Email: ant2bok@gmail.com.
- LinkedIn profile: <https://www.linkedin.com/in/helloantonia/> (click [here](#) to read more).
- Certificates, portfolio & testimonials available on request.

CURRENT POSITION

- User Interface & Experience Designer, UX Copywriter, Conversational Curator.

QUALIFICATION

- Bachelor of Marketing (summa cum laude), AAA School of Advertising, Johannesburg, 2001-2003.
- Strategic Brand Management (major) & Integrated Marketing Communications (minor).

CAREER DEVELOPMENT

- Digital platforms: Figma, Salesforce, Azure, Wordpress, Google+, Meta, MS Office 365.
- Continuous independent upskilling over specialised online learning: IDfX, Udemy, LinkedIn.
- Areas of learning: ICT (Information Communication Technology); Agile project management; Salesforce Ranger relationship design; solution architecture; UX (User Experience) Copywriting; CX (Customer Interface) usability research; chatbot & AI conversational design; mobile interface design; business analyst UI & back-end development fundamentals.
- I can input UI text strings, assign SEO keywords, create USSD content & construct UX wireframes.

KEY COMPETENCIES

- A quick grasp of & keen interest in tech/social/digital; aptitude in public speaking & presentation; ability to sub-edit & write clean, grammatically correct copy; a constructively critical eye partnered with an inquisitive, cosmopolitan mind; heart for mentorship & being mentored; curiosity & bravery.
- Strategic thinking: grappling with information to formulate intent, assimilate congruity & activate value.
- Emotive storytelling: curating words, trends & data into relevant connectors & potent insights.
- Process management: organising & actioning until efficiencies build interaction, advocacy & longevity.

WORK EXPERIENCE

User Interface & Experience Designer (hybrid): IQbusiness (Sep 2022 -present)

- Contributing empathic conversational design within the ICT (Information Communication Technology) sector; optimising UX (User Experience) across web, mobile, USSD, chatbot, WhatsApp, email & branch.
- Creative problem solving, solution design & iterative attention to detail, by AI advancements & cross functional collaboration within specialist teams of UX designers, UI (User Interface) developers, CX (Customer Experience) usability research/testing & agile project managers.

UX Copywriter (remote): Equity Bank (Sep 2022-present)

- Awarded the 'Best Bank in Internet Banking' in the Banking Awards 2023 & the best bank in Kenya 12 years consecutively.
- One of the leading banks in East Africa, successfully releasing the omnichannel 'mega-app', with current rollout into 6 subsidiary countries.

Digital Content Creator & UX Copywriter (freelance): AgentAnyone Brand Agency (Aug 2014-Aug2022)

- Unique digital content curation with feedback loops, based on strategy/insight, while partnered with research/design teams, brand strategy for integrated marketing communications.
- Cross-platform social media ad campaigns, with Search Engine Optimisation (SEO) & Pay Per Click (PPC).
- I have a special interest in writing with Relationship Design in mind (driving business & social value by focusing on building relationships with customers, employees & community).

Digital Communications Specialist (contract): Roedean School, SA (Jan-Mar 2022)

- I transitioned the top private girls' school in South Africa (Business Day, Dec 2021) through a change of leadership during four crucial social media campaigns.
- I successfully oversaw the following campaigns across Facebook, Instagram, Twitter, LinkedIn and the school website: Matriculation Celebration 2021, Open Day 2022, Prestige Cup 2022, Founder's Day 2022 & RASF 2022. Across the board, the school's social media status soared in excess of a 300% increase.
- After observing each faculty & interacting with the various teams, I formalised group activity processes & created new orders of work, with the aim of handing over a future-proof social media system that would streamline the elevation of all the incredible activities that make this school community so special.

Senior PR Writer (contract): Waggener Edstrom Integrated Marketing Communications Firm (Feb-July 2020)

- Contracted by one of the largest public relations agencies in the world, to provide strategic marketing consultation. Also encompassed key account management, project scheduling & client liaison.
- Writing of thought leadership & opinion pieces for senior management of leading multinational Information Communications Technology (ICT) enterprises. These were published on main-stream digital media.

Integrative Digital Copywriter (contract): Ogilvy Advertising Agency (Aug+Sept 2019)

- Contracted by South Africa's second largest advertising agency to develop six themed promotions in conjunction with nationwide retail outlets, for Vodacom's annual 'Summer' campaign, rolled out across paid, owned & earned media.

Agile Scrum Master / UX Project Manager (contract): Vodacom Mobile Operator (Oct 2018–Mar 2019)

- Contracted by South Africa's largest mobile network operator, to oversee re-design of business web platforms as blueprint for thirty-two African countries, leading team of nine people within a six-month time frame / R6 million budget.
- "Game-changing" insights gained from qualitative consumer research. Asked to present findings & distil the business impact across eight core business segment teams.
- Uncovered fundamental gaps in service & supply. Developed cross-functional interdepartmental team structure outlining vital requirements over the next twelve months / R12 million budget.

Brand Account Director (contract): First Capital Bank (Aug+Sept 2018)

- Contracted by Zimbabwe's leading bank, to oversee successful conclusion of re-branding campaign, across four African countries, within six-week time frame / R1.2 million budget.
- Coordinated deliverables between executive management, cross-functional teams & local suppliers against very tight deadlines, daily generation of reports distilling imperative next steps per team.

Content Strategist (contract): Ebucks for First National Bank (April-June 2018 + April-June 2019)

- Contracted by South Africa's largest banking lifestyle rewards programme, two years in a row, to develop their Earn Rule communications for five market segments, encompassing twenty partners.

WORK HISTORY

- Senior Marketing & Sales Manager: Crisp and Clean Laundry Franchise (Sept 2016-June 2017)
- Senior Account Manager: Growth-Spurt Private Midwifery Services (Nov 2014-Nov 2016)
- People & Process Manager: Draco Demolition Company (Oct 2012-Jan 2015)
- Stay-at-Home Mom: 3 Amazing Humans (Mar 2008-Sept 2012)
- Brand Strategist: Hdi Youth Marketing Agency (Jan 2006-Mar 2007)
- Account Manager: The Old Shanghai Firecracker Factory Advertising Agency (Jan 2004-Jan 2006)

DIGITAL INTERESTS

- Competing in UX challenges with peer-evaluation & brand ad reviews (UX Writers & Content Designers).
- Contributing topical subject commentary on specialist digital communities (Interaction Design Federation).
- Reading excellent UX instruction manuals like: MicroCopy, The Complete Guide (Kinneret Yifrah).
- Created a freelancer website using WordPress CRM by teaching myself hreflang tags & SEO keywords.

WORK ETHIC

- I tackle tasks with efficiency, integrity & diligence -working towards being an all-round intelligent value-adder who is persistent in finishing strong & delivering value to person & task.
- I am an '*Assertive Protagonist*' (click [here](#) to read more); I bring a "can-do" attitude; I'm sometimes too thorough (perfection is the enemy of action).
- Intentionally unconventional, I'm a blend of a nerdy academic (over-achiever), a geeky techy (digi-savvy), a soccer mom (to 3 awesome humans) & an enthusiastic wordsmith. It seems possible for me to fit in & stand out all at once as I pace myself between the econo-mommy & the econo-my!

HOBBIES

- For brain exercise: I've got 21-day Wordle winning streak & I'm a Spider Solitaire grandmaster (level 120).
- Social media sharing: I edit memes & videos with Canva, Photogrid, Paint3D, Android & MS Photo/Video.
- Adventures: international travel from the age of 16; exercise: gym, hiking, swimming; activities: laser tag, social media, board games.
- Spring-clean to de-stress; manage my household & personal admin with Trello, OneDrive & Google cloud.

CHARACTER ENDORSEMENTS

- 'bout me, from a mentor: "You've got such solidarity of character, mixed with two special key characteristics -a very agile & astute mind & perhaps even more importantly -a quality of being a fellowship worker, rather than a 'personal' glory seeker".
- 'bout me, from school: "Double full colours awarded for leadership as Deputy Head Girl & year-on-year academic excellence: exceptional diligence & loyalty, positive & pleasant attitude, good team spirit & participation."
- 'bout me, from college: "In addition to obtaining consistently excellent academic results & excelling in interpersonal skills, attendance, perseverance & professionalism, Antonia has an attitude of upliftment: the education & social development of many of her fellow graduates".
- 'bout me, from a colleague: "Antonia has a positive & professional attitude: her can-do attitude & ability to manage effective campaigns not only taught me a lot but inspired & encouraged me to forge ahead with my own business".
- 'bout me, from a senior: "Antonia has amazing business aptitude: she brought creative thinking to the team & really listened to her marketing, sales & consumer insights teams to make purposeful decisions that would elevate her brands".