

Address
PO Box 47622
Rivonia, 2128

Curriculum Vitae

Contact
zeldam@webl.co.za
084 690 9763

ZELDA MANASHE

Results Driven Management Professional

Offering 12+ Years Management Skills and Experience – Focused
on Driving Sales and Marketing Targets, Formulating and Executing Strategy,
Building Value and Creating Profitable Relationships

Management Positions Held at NedBank, AACA, Standard Bank and ABSA



Targeted Positions – Management Positions (General Manager)
or Senior Manager (Relationship Manager) in Banking Sector.

PERSONAL DETAILS

- Full Name – Zelda June Manashe
- ID Number – 691108 0502 088

Nice feature. Notice focus on value provided. NOT just a list of boring stuff notice? RELEVANT details – relevant to the positions being chased. This section should be tailored in relation to the position being applied for.

CORE BUSINESS VALUE

- Envisioning and executing plans and strategies for growth and to meet business objectives and targets
- Developing and spearheading business initiatives, campaigns, teams and projects
- Managing marketing – positioning, relationships, communication, plans and research
- Using Internal Audit background to establish correct controls, processes and procedures

CHARACTER STRONG POINTS

I like this BUT, and it's a big "but", it's got to be good. There must be energy. And not more than 3 or 4 points. It must convey some character.

- Passionate – approaching life and pushing for positive results with energy and enthusiasm
- Driven – consistently putting in focussed, single minded efforts in order to achieve objectives
- Determined – never giving up, overcoming obstacles, planning and confidently persisting

EDUCATION AND TRAINING

- Master of Business Leadership (MBL), UNISA School of Business Leadership, for completion 2008
Note – Coursework complete, thesis to be completed during 2008
- Bachelor of Commerce (BComm), UNISA, 2001
- Graduate Diploma in Marketing Management, Institute of Marketing Management (IMM), 1988
- National Diploma in Internal Auditing, Cape Peninsula University of Technology, 1990
- Secondary Schooling (Matric, Grade 12), 1987

COMPUTER LITERACY

- MS Office (Word, Excel, PowerPoint, Outlook); Lotus Notes

Career History Follows on Page 2

CAREER HISTORY

Regional Sales Manager

NedBank

06.2004 to 07.2005

Job Overview – Leading Sales and Marketing activity in the Gauteng North Region with strong focus on new business development, market penetration and entrenchment of the NedBank Brand.

- Developing and executing Sales Plans for Financial Products and Services
- Identifying potential clients and spearheading winning new business
- Building and maintaining key Client relationships
- Recognizing and addressing Client issues, problems and possible business opportunities
- Managing a Sales Support Coordinator and the Sales and Marketing Team

[Between 2005 and 2007 took time off to complete MBL coursework and had 2nd child.]

Notice no achievements. If they're not specific and measurable then leave them out. If they're mediocre. Leave them out.

If there are good reasons why there are gaps between positions: give the reason. Especially if it's a good one.

Corporate Development Executive

Association of Accredited Certified Accountants (AACA)

02.2001 to 07.2003

Job Overview – Heading a Sales and Marketing role positioning and promoting the organisation to meet client needs and organizational strategic objectives.

- Managing and monitoring achievement of Sales targets and customer service quality and functions
- Setting up and implementing Business Plans and Strategy aimed at growth
- Promoting the organization as a credible leader in the field of Accounting education – developing relationships with key players such as the Auditor General, SARS, large Corporates and Audit firms
- Establishing systems and processes which effectively control learning and certification processes
- Advising, guiding and creating solutions to help companies to set up Accounting Learnerships

[Between 2000 and 2001 had 1st child and took time off to complete BComm degree.]

Emerging Market Manager

Standard Bank of South Africa

03.1999 to 04.2000

Job Overview – Filling a Sales focussed position aimed at selling services to the Black SMME market.

- Leading the introduction of financial products to potential clients
- Structuring finance according to Client requirements, profiles and needs
- Developed and maintained relationships with client base

Sales Manager | Business Development Consultant

Standard Bank of South Africa

03.1999 to 04.2000

Job Overview – Performing a range of Sales and Management functions in various areas of the ABSA business – enjoying development and promotional opportunities.

- Developing business in the Small Business Market (SMME, Franchising)
- Participating in an International Exchange Programme (Netherlands)
- Filling the role of Sales Manager the Johannesburg Central Allied branch and 4 satellite branches
- Training as part of the Junior Management programme; Operating as Personal Banker (Branch)

Career History Continues on Page 3

CAREER HISTORY CONT.

Previous Positions

- **Internal Auditor**, Transnet, 1993 to 1995
Auditing internal processes, systems, controls – ensuring compliance to standards, regulations and policy as laid down by Management, Legislation and other applicable authorities.
- **Internal Auditor | Financial Accountant**, National Sorghum Breweries, 1993
- **Internal Auditor**, Truworths Limited Head Office, 1991 to 1993

Good way to summarise older positions.

ADDITIONAL PERSONAL DETAILS

- Member of the Black Management Forum – attending seminars, networking events
- Keen reader of current affairs, business news and economic trend journals
- Proud of being the 1st college/university graduate in my family
- Personal interests included attending Jazz festivals and spending quality time with family

References and Certificates Available on Request.

—oOo—