

NICOLEEN

Project & Client Service Director | Experiential Tech Specialist

Johannesburg, South Africa (Remote Ready)

RooCruit

PROFESSIONAL SUMMARY

A versatile professional with a unique blend of experience across events and technology-driven roles, specializing in sales, production management, and strategic development. Proven expertise in collaborating with marketing teams to execute strategies that bring brands to life through virtual reality, Metaverse, Web3, and AI technology. Highly skilled in managing large-scale operational projects, streamlining business processes, and driving impactful brand engagement.

KEY SKILLS

- Strategic Sales & Business Development
- End-to-End Project Management
- Client Relationship Management (CRM)
- Procurement & Vendor Management
- Experiential & Tech Marketing (Web3, Metaverse, AI)
- Operational Leadership & General Management
- Budgeting & Financial Reconciliation
- Production & Luxury Event Direction

PROFESSIONAL EXPERIENCE

International Technology & Media Group (UAE)

May 2022 - July 2024

Project & Client Service Director

- Developed and implemented sales strategies for three new entities focused on virtual, Metaverse, Web3, and AI technology.
- Oversaw production management and execution of project briefs, ensuring delivery of high-quality analytics and user engagement.

- Provided strategic oversight for experiential projects to meet industry objectives and content delivery standards.
- Managed lead generation, CRM systems, and analytical reporting on project performance.
- Collaborated with regional marketing teams to introduce new technology brands into the Middle East market.

Specialist Events & Media Consultancy

November 2020 - Present

Director & Project Lead

- **Trade & Commerce:** Served as Organizer for a major Intra-African Trade Fair.
- **Media Production:** Produced and directed a YouTube series on electric mobility for a leading automotive platform and designed a streaming studio.
- **Luxury Events:** Show scripting and direction for high-profile national "Man of the Year" awards.
- **Sporting Events:** Managed Africa's largest CrossFit competition, overseeing sponsorships, creative direction, and health and safety.

Boutique Production & Events Agency

January 2017 - November 2020

General Manager

- Set strategic goals and developed business processes to ensure operational efficiency and company growth.
- Supervised multi-departmental teams, providing guidance and performance reviews to drive maximum output.
- Managed procurement processes and resource allocation while monitoring client profitability.
- Acted as the primary public relations representative for the company to strengthen the brand profile.
- Reviewed financial information and adjusted operational budgets to promote long-term profitability.

Leading Global Integrated Marketing Agency

November 2015 - December 2016

Experiential Project Manager

- Led production meetings to align stakeholders on deliverables and project timelines.
- Managed site logistics, supplier installations, and production schedules for multi-scale marketing activations.

- Ensured accurate project administration and adherence to health and safety policies.
- Managed post-event budget reconciliations and conducted quality checks on all supplier outputs.

AV Technology & Technical Events Firm

August 2014 - August 2015

Events Account Manager & AV Tech Coordinator

- Developed a comprehensive database targeting new business opportunities in activations and exhibitions.
- Managed procurement and built a robust supplier database ensuring cost-effective technical solutions.
- Conducted market research for new technical stock acquisitions and coordinated operational crew logistics.

Boutique Event Management Group

April 2013 - April 2014

Events Manager

- Coordinated on-the-ground execution and facilitated site meetings with suppliers.
- Presented event concepts to clients via mood boards, design renders, and demonstrations.
- Managed technical logistics and built a reliable network of cost-effective vendors.

Innovative Event Solutions Provider

June 2012 - March 2013

Event Manager

- Drove sales through cold calling, briefing sessions, and concept presentations to secure new business.
- Built the events division team, including interviewing and training new staff.
- Developed operational plans and internal rate cards to streamline the new division's services.

Regional Event Management Agency

February 2009 - May 2012

Sales Executive

- Generated sales leads and developed a client referral network.
- Negotiated contracts and presented budget proposals to achieve monthly sales targets.
- Monitored competitor activity and market conditions to adjust sales strategies.

EDUCATION & LANGUAGES

Matric Certificate (Grade 12) | 2008

Languages: English (Professional Proficiency)

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