



SHIREEN JAFTHA
Marketing Specialist

Shireen is an all-rounder with experience in marketing, communications, and advertising as she has held various roles at leading marketing, media, and advertising organizations, with numerous training courses in Management, Project

Planning, Digital Insights & Analytics, and Media Broadcasting, and has represented the industry on many local

and international panel discussions.

WORK EXPERIENCE

+ 22 years in Marketing covers;

- 10 years in Broadcasting
- 8 years in Media Agency
- 4 years in Corporate specifically Digital Banking

ABOUT:

Strategically minded, passionate, critical-thinker, Shireen Jaftha has been in the marketing industry for over 22 years serving in the corporate sector, ad agency, and broadcasting. Over her tenure in the industry, she has built future-focused, growth-oriented marketing, content, and media strategies for South Africa's top brands, including Standard Bank, MTN, FNB, Distell, Beiersdorf, and the SABC. Shireen has extensive media production experience, having been involved in numerous projects for the SABC, DSTv, and SABC 3 tv channels.

Shireen was responsible for building a content and media go-to-market strategy to launch a brand-new bank to the rife financial services industry in South Africa. Today, this bank has become South Africa's fastest-growing digital bank, Tymebank.

She is well established, decorated, and acknowledged in the industry with multiple awards both locally and internationally, making her well accomplished in business communication strategy, media strategy, content creation, and curation. She has developed a refined tech-led approach to consumer analytics and is well enched in the media environment.

MARKETING ASSOCIATED TRAINING IN

- Sales & Marketing
- Google Insights & Analytics
- Facebook Insights & Analytics
- Broadcast & Radio Council (BRC)
- Demographic & Segmentation Modelling with Targeted Group Index (TGI)
- Demographic & Segmentation Modelling with Telmar Media

Segmentation Survey Research Tools

- Understanding Broadcasting (NFVF)
- Protocol within Government by Department of Foreign Affairs (SABC Corporate)

- Microsoft Project Management tool
- International Radio Advertising Bureau Training Workshop
- Microsoft CRM Training
- Media and Marketing Workshop
- Media Relations & PR Training with Westcom PR
- CRM Value Added Services & MMS training

MEDIA | MARKETING | ADVERTISING INDUSTRY CONTRIBUTOR:

1997 – 2020

- Member of the Advertising & Media Association SA (AMASA)
- Member of the Mobile Marketing Association)
- Member of the Financial Mail Marketing Forum (ADFOCUS)
- Member of MIPCOM International Market in Cannes, France
- Trends Writer for BizCommunity (Advertising Trends)



FLAGSHIP PROJECTS

Developed go-to-market and **launched TymeBank** into SA market - marketing efforts assisted with achieving 2m customer within 18months.

Marketing lead for TymeBank partnership model with PnP, Boxer, ZCC

Lead **Integrated Strategist**, Senior Group Executive role at **KagisoMedia**

Lead Media & Channel Strategist for Standard Bank (agency/client account)

Industry firsts: Head of Fuse, established a Branded content client service offering for a Global Agency (Omnicom Group)

Industry firsts: Head of Experiential Marketing, established a F2F marketing division for for a Global Agency (MediaCom – WPP Group)

Produced TV shows with Nelson Mandela, and Tokyo Sexwale.

Worked on various Television local shows across **Dstv and SABC**, such as The Apprentice with **Tokyo Sexwale**, Heartlines with **Mandela**, Isidingo, Muvhango, Isibaya, Top Billing, 3 Talk with Noleen, and many, many more.

CAREER MILESTONES

- 2020/21 Shortlisted in the **top 40 GCIS Marketing Council**
- 2016/19 **Brand and Communication Panel Advisor** City of Joburg's, The Innovation Hub,
- 2015 Nominated in the DestinyConnect **Top 40 Most Aspiring 40yr-old** Women in SA
- Nominated as Women & Home Magazine's South Africa's entrepreneur Global feature
- Featured on **Forbes Africa** as Media and Marketing trailblazer
- **First black female** to represent Huawei as key-note speaker at the Digital Africa conference
- SA team contributor for **Harvard Consumer Behavioural Science** research paper – Content viewing related

INDUSTRY ACKNOWLEDGEMENTS

- **EFFIE Gold Award** – TymeBank Launch Campaign (2021)
- **AwardsECHO New York** – International Silver Award in the Finance Category TymeBank new brand (2020)
- **Digital BookMarks Silver Award** – TymeBank Content Social Media Communities, new brand (2020)
- **Digital BookMarks Bronze Award** – TymeBank Content Strategy
- **AMASA Gold Award** – Best Integrated Campaign Finance (2015)
- **AMASA Gold Award** – Best B2B Integrated Campaign (2016)
- AMASA Highly Recommended Branded Content Campaign (2016)
- **MTN Radio Award** – African Language Radio Drama 2015
- **SAFTA Award** – Best Factual and Edu programme (2015)
- **CRM Assegai Award** – Branded Content (2015)
- **CRM Assegai Award** – Most Effective Use of Content (2015)
- **Radio Beau of Advertising** – Best Use of Radio (2014)
- SABC Outstanding Work Contribution Acknowledgment
- **Nelson Mandela & Heartline Foundation** Acknowledgement received for Heartlines tv series (2006)

CONTACT DETAILS

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