

CURRICULUM VITAE
FOR
Gcebile Olga Matse

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	<i>PERSONAL INFORMATION</i>
<i>Names :</i> <i>Gcebile Olga Matse</i> <i>Marital Status :</i> <i>Single</i> <i>Nationality :</i> <i>Swazi</i> <i>Date of Birth:</i> <i>26/09/1995</i>	
<i>EDUCATION</i>	<i>Highest level: Bachelor's Degree in Tourism Management</i> <i>Institution: Vaal University of Technology</i> <i>Years attended: 2014-2018</i> <i>Graduated: September 2018</i> <u><i>MODULES STUDIED AT VAAL UNIVERSITY OF TECHNOLOGY</i></u> <i>• Research Methodology</i> <i>• Marketing</i> <i>• Entrepreneurship</i> <i>• Financial Management</i>

- *Human Resource Management*
- *Media and Public Relations*
- *Events Management*
- *Entrepreneurship*
- *Advanced Strategic Management*
- *Travel and Tourism Practice*
- *Tourism Development*
- *Law in Tourism*
- *Applied Language Skills*
- *Applied Communication Skills*
- *Information Communication Technology*

Professional Experience

July 2019-Present -Yati/TBWA Marketing Consultants

Position:Customer Care Coordinator

Job Scope

- *Responsible for managing the customer service function of the company's e-commerce platform.*
- *Responding to customers on all our platforms sales channels and engaging them and converting leads into actual sales in sustaining a favorable rapport with customers*
- *Responsible for maintaining the FAQ section of the company's website*
- *Resolving customer service issues appropriately and competently*
- *Handling customer complaints brought to your attention.*
- *Coordinate, analyze and improve customer service functions to meet company goals.*
- *Assist in marketing activities and inventory control maintenance.*

March 2019-May 2019-The Holiday Club

Position: Marketing Consultant

Job Scope

- *Worked as part of the South African travel agency in Eswatini as a consultancy to provide marketing expertise to clients.*
- *Researched industries, markets, demographics,*

trends, sales results, and other data related to the client's products or services

- *Analysed details of competitor offerings, including specifications, market share, pricing, and promotional materials*
- *Created detailed reports with research findings and analysis to inform marketing strategies*
- *Provided written documents and verbal presentations for each client to guide the creation of new marketing plans and strategies*
- *Recommended specific marketing approaches and spending budgets to achieve the client's desired sales goals*
- *Helped come up with new product and service offerings to increase shares in new or existing markets*
- *Assisted marketing managers and directors in coming up with focused branding, positioning, and marketing tools for each product or service*
- *Worked within the client's budget to produce effective promotional materials and advertising opportunities*
- *Tracked sales and feedback and adjusted marketing strategies as necessary*
- *Established marketing tracking methods to help each client evaluate performance over time*

Professional Employment Status

January 2019-Eswatini Mobile

Position: Brand Promoter

Job Scope

- *Sold and explained products, methods, or services of Eswatini Mobile in order to persuade*

customers to purchase products or utilize services.

- Identified interested and qualified customer's in order to provide them with additional information.*
- Provided product samples, coupons, informational brochures, and other incentives to persuade people to buy products.*
- Recorded and reported demonstration-related information such as the number of questions asked by the audience and the number of coupons distributed.*
- Researched and investigated products to be presented to prepare for demonstrations.*
- Sold products being promoted, and kept records of sales.*
- Setted up and arranged displays and demonstration areas to attract the attention of prospective customers.*
- Worked as part of a team of demonstrators to accommodate large crowds.*

July 2018 -December 2018- Tums Water World Hotel- Swaziland

Position: Business Administrator

Job Scope

- Front Desk hospitality service*
- Managed hotel booking logistics*
- Managed hotel's sales and marketing portfolio
Managed data sales and purchases*
- Proper maintenance of hotel security and telecommunications system*

Job Attributes

- Excellent communication skills and interpersonal skills*
- Excellent Composure and professional mannerism*
- Exceptionally Articulate both in English and SiSwati*
- A quick mind and a reletively coherent*

understanding of human behaviour,

- *Excellent and professional voice projection*
- *Proper use of body gestures and facial expression*
- *Well groomed*
- *Assertive and confident*

2017- Saim Christian High School

Position- Tourism, Business Studies and History Student Teacher

Job Scope

Developed and delivered theory and practical classes to students, undertaken teaching duties and associated functions of preparation assessment, moderation and curriculum development. Monitoring and evaluating learners progress

Professional Experience Gained

- *Planning and preparations of formal tasks*
- *Composure under pressure.*
- *Developed high level listening skills*
- *The job also taught me to be able to address people across all social classes with diligent respect.*
- *Improved vocabulary in written and oral form.*
- *Taking instructions from superiors and meeting deadlines.*
- *Understanding hierarchies and reporting systems and procedures*

- *Creativity and innovation in executing duties*
- *Exceptional well grooming of self,*
- *I learnt to be accountable to my superiors, myself and to the people I serve through my service*

Job Highlight: *Being able to positively and professionally impact the lives of my students by encouraging and motivating them to strive for excellence in all they do.*

Feb 2017/June 2017- Ngwenya Boarder Post

Position Immigration Officer- Intern

Job Scope

- *Effective immigration control by checking eligibility of passengers to enter and exit Swaziland*
- *Observed passengers passing through control areas*
- *Examined passports*
- *Conducted interviews*
- *Organised the removal of passengers who failed to qualify for entry*
- *Collected immigration statistical data*
- *Daily, Weekly and monthly report writing*
- *Carried out crime related surveillance*

Experienced Gained

- *Concise understanding of my country home affairs system*
- *Exposure and understanding of both in country and international travel laws and regulations*
- *Understanding border controls in relation to trade, politics, crime and country to country diplomatic relations.*
- *Border management systems and procedures*
- *Working and managing long working hours*
- *Exposure in handling diverse cultural and human behaviour*

INTERESTS	<i>Church, recreational arts in theatre dance and music.</i>
ATTRIBUTES	<i>I am forward thinking, dependable and reliable and a people's person. I also value honesty and hard work as true pillars for success. I work well with people and I'm always a valuable team member.</i>
OBJECTIVE	<i>To obtain a challenging and secure position in a performance-driven organisation this offers potential for career growth and personal improvement. Particularly an environment that allows for the use of skills, talent and experience.</i>
ACHIEVEMENTS	
	<i>2011-Junior Achievement certification for being a community builder member.</i> <i>2014-2015-Served as Public Relations Officer for Junior Achievent-Swaziland College of Technology-</i> <i>2014/2015-Miss Swaziland College of Technology-</i>

REFERENCES

- Miss Yolanda Maseko*
Chief Marketing Officer
The Holiday Club
268 78454421
- Mr Samkeliso Magagula*
Supervisor
Yati Marketing Consultant
268 76837790

3. *Miss Faith Matse*

Immigration Officer Supervisor

Ngwenya Border Post

268 76360928/78548013