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Summary

I am a curious Consulting, Marketing and Relationship Manager with experience in finance, innovation and the impact of globalisation. I am multi-faceted with interests in the effects of sustainability, disruptive forces and international relations within the market. Currently, I am seeking to work within a team that fosters and creates relationships with clients through offering inspiring and internationally viable business solutions.

My passion for international relations and economics stems from being raised in South Africa, an acclaimed 'Rainbow Nation'. My heritage is British, Scottish and French and I am a native English speaker. I have lived and worked in a multi-lingual and multi-racial environment that has had to face immense economic, social and political challenges. The opportunity has been for me to learn two native South African languages, Afrikaans and Zulu, and to learn how to mitigate macro-economic threats within a business.

For two years, I lived and travelled in parts of the Middle Eastern region (Jordan, Saudi Arabia, Oman and Turkey). Throughout my travels I learned about Arab culture, the Islamic religion and political tensions that grapple the Middle East. I learned how to read, write and speak Arabic while attending the Islamic School for Girls in Zarqa, Jordan. I learned about the intricacy of Shari'ah banking and Shari'ah laws; this helped me identify opportunities within the banking world due to the growing number of Shari'ah conscious banking clients. This experience highlighted my ability to adapt to a different culture and it taught me how to comfortably grow relationships with diverse cultures.

I want to live in Canada because it is a nation that offers sustainable career building opportunities and embraces its multi-cultural society!

Education

Business, International Relations & the Political Economy – London School of Economics.

Passing with distinction, I studied the history, impact and current state of globalisation. I increased my knowledge in global populist movements and the role social media plays in politics today. Shifting global powers, innovations, economics and strategies for Multinational Corporations were topics also covered in this certified course.

Bachelor of Commerce in Management Studies – University of Cape Town.

My majors included Economics, Business Management, Marketing and Statistics. This degree gave me the opportunity to study business holistically from a financial and social science's level. Applied International Trade & Bargaining and Natural Resource Economics were relevant subjects applicable to current world scenarios. I also studied Business Ethics and People Management to learn how to embody emotional intelligence when creating a financially successful business.

Career Highlights

- Creating meaningful and long-term business relationships through customer centricity techniques.
- Using technological innovations to drive sales and digital adoption to broad audiences.
- Always using customer insights, empathy and customer journeys to create brand love and loyalty.
- Establishing organization and leadership skills through my experience of successfully executing various branding projects within a team and on my own - on time, with accuracy and within budget.
- Proven work ethic through various roles in banking, publishing and advertising & marketing consultancy since the age of 16 years.
- Proven track record of successfully embracing cultural diversity and travel through my knowledge of Shari'ah banking products and laws, learning Arabic and building relationships with people from all over the world.
- Blending my EQ and IQ skills to create a pleasant, goal orientated work environment and ability to use financial analysis tools to ensure profitability and risk mitigation.

Professional Experience

Siyaenza Advertising & Marketing Agency, Johannesburg, South Africa

General Manager 2009 – Present

Siyaenza is an established marketing and advertising consultancy business. I have worked for them on an ad-hoc basis for over 10 years developing my skills across a range of industries. Currently, I have been promoted to be the General Manager which includes traffic and production, Customer Relationship Management (CRM), actively seeking new clients for our business.

Responsibilities:

- Manage relationships with the highest level of respect and efficiency with all stakeholders, including clients, suppliers and colleagues.
- Setting and achieving sales targets while maintaining a strict budget and profit margin.
- Consulting and implementation for various client's on CRM.
- Analysis, interpretation and strategy recommendations based on client's data and customer information.
- Management of traffic and production for all marketing jobs.
- Actively responsible for sales creation with existing and new clients.
- All accounting practices which include submitting invoices, debtor management and interpretation of financial performance.
- Promotions, events, activations sales co-ordination.
- Create content, check copy and provide concepts for major above the line campaigns.
- Media scheduling (radio, billboards, magazine spaces etc).

Standard Bank, Johannesburg, South Africa

Client Manager, Marketing July 2018 – October 2019

I was a Marketing and Communications Client Manager at Standard Bank, Africa's largest bank by assets. I have specialised in the payment innovations area. My business unit develops and implements all card and digital payment technologies throughout the whole of Africa and China.

Responsibilities:

- My role is to deliver impactful, end-to-end campaigns and communications in line with aspirations articulated by Group and Business Executives that are in line with business strategy.
- Encourage the use of loyalty programmes with staff and clients.
- Drive digital adoption of all digital banking payments solutions.

- Collaborate with the necessary stakeholders, manage internal marketing initiatives and build client relationships.
- Ensure that all campaigns are in line with group risk standards and compliance regulations.
- Work with agencies, graphic artists, business leaders and front-line staff to ensure campaigns are exciting and will drive sales.
- Create reports using quantitative research and analytics data to measure our success and learn from our failures.

HBZ Bank Limited, Johannesburg, South Africa

Relationship Manager *April 2018 – June 2018*

HBZ is a Swiss niche market bank for high net worth businesses and individuals who desire a combination of traditional and Shari’ah compliant banking solutions.

Responsibilities:

- Compile credit proposals and perform credit analysis.
- Maintain a professional relationship with existing clients through trust and excellent service with the intention to grow my portfolio of high net worth business and personal clients.
- Sales and marketing of all HBZ products and services, Shari’ah and South African/Swiss banking solutions.
- Drive digital adoption of digital payment solutions and assist with daily Forex transactions.

Standard Bank, Cape Town, South Africa

Personal Banker *February 2015 – April 2016*

I was 1 of 1700 applicants to be selected for the Customer Channel Graduate Program. I completed my tenure and learning & development courses after 6 months and requested to be a personal banker to manage a portfolio of middle to high income clients.

Responsibilities:

- Responsible for managing a portfolio of 800 clients through selling appropriate banking products (personal, home and car loans and fixed or liquid investments).
- Manage daily banking requirements.
- Prioritising customer centric customer service and meeting daily sales targets.
- Ensure the client adherence to internal risk and regulation framework.
- Creation of credit proposals and motivations after using responsible affordability techniques.
- Develop empathy and conflict resolution skills to help people experiencing severe debt review.

References

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