

PERSONAL INFORMATION

Name: Mathew Byron Love

Date of birth: 1991/02/18

Email address: mat.love@mathewlove.co.za

Contact number: 082 967 1426

Licence: Code 08 (with own vehicle)

Dependants: None

EDUCATION

2018 – Current – **MASTER OF ARTS IN ORGANISATIONAL COMMUNICATION** – UNISA (University of South Africa)

- **Thesis Topic:** The purpose of my Masters thesis is to identify, through qualitative and quantitative content analysis and interviews, how management of a multi-national organisation approach sensitive issues when communicating with their colleagues in different geographical locations.

2015 – Current – **PART-TIME AND SHORT LEARNING COURSES** – At Keyline and Online.

- **Keyline Web Design and App Development:** Including HTML, CSS, JavaScript and Animation. Completed using the Adobe Creative Cloud suite.
- **Online Courses (LinkedIn Learning):** Presentation Fundamentals, Finance for Non-Financial Managers, Business Analysis Basics, Basic Accounting Principles, Camtasia Studio Principles, and Mindfulness at Work.

2013 – 2015 – **BACHELOR OF ARTS HONOURS IN ORGANISATIONAL COMMUNICATION** – UNISA (University of South Africa)

- **Organisational Communication Subjects:** Organisational Communication Research; Organisational Communication Theory, Integrated Communication and the Organisation; Advanced Research Project; Marketing Communication, Advertising and Public Relations.

2009 – 2012 – **BACHELOR OF ARTS (DOUBLE MAJOR)** – Varsity College Pietermaritzburg and UNISA (University of South Africa).

Qualifications: Major in Psychology and Major in Communications.

- **3rd Year Psychology Subjects:** Social psychology; Abnormal behaviour and mental health; Cognition: Memory, thinking and problem solving; Psychological research; Transformative counselling encounters.
- **3rd Year Communications Subjects:** Marketing communications; Advertising and Public relations; Communication research; Media Studies: Institute, theory and issue; Media Studies: Media content and media audiences.

2004 – 2008 – **PIETERMARITZBURG BOY'S COLLEGE** (Maritzburg College) – Matriculated in 2008 with Matric exemption.

EMPLOYMENT HISTORY**MARCH 2019 – Present****SAGE TECHNOLOGY GROUP****DURBAN****Position:** Product Marketing Manager**Duties:**

- Collaborate with relevant Product Marketing Managers globally to create a solid product marketing strategy for the product, and decide (through brainstorming, planning, branding, strategy meetings, etc.) what marketing campaign elements and content is required.
- Own and ensure near-perfect execution of the go-to-market strategy, launch plans, positioning and messaging for the business and product and/or services releases.
- Drive thought leadership initiatives via PR, analysts, articles, tradeshow representation, social media, as well as speaking engagements, which can then be shared with relevant Customer Marketing teams.
- Ensure product marketing material and content for communications is delivered to Sage counterparts on an ongoing basis.
- Serve as product marketing representative for the Sage Intelligence Whole Product Delivery (WPD) team.
- Facilitate collaboration among WPD team members to effectively market product features.
- Work closely with Learning Services (LS) to 'bridge the knowledge gap' internally and externally; ensuring marketing message and branding must come through on videos, webinars, enablement days, and certification courses.
- Manage and ensure that new product launches and product releases, as part of the project plan/ product roadmap, are carried out effectively, completely and timeously.
- Ensure that Sage Intelligence is highly visible on a global level by ensuring that any relevant marketing & LS content is distributed and communicated effectively.
- Ensure Sage Intelligence has representation on all appropriate Sage country websites, ensuring that it is informative, up to date, and easily to access and navigate through.
- Drive Sage Intelligence activity on the Sage Intelligence Blog and Sage City (Sage Forum).
- Provide guidance in creating social media messages and campaigns and drive the creation of interesting content (eBooks, blog articles, tips and tricks) to add value and 'keep the conversation going' online.

JAN 2017 – MARCH 2019**SAGE TECHNOLOGY GROUP****DURBAN****Position:** Content Manager—Social and Communications**Duties:**

- Apply a creative and scientific approach to content for use in social media, including all planning, execution, measurement and optimisation.
- Brief relevant team members/agency in the global team on the creation, publication, and governance of useful, usable and inspiring content across social and Sage channels to deliver the right content in the right formats.
- Create relevant content and share through the relevant Sage channels globally.
- Own the execution plan for all Sage Intelligence content, leveraging content writers in the global team and locally, collaborating with influencer and social partners for flawless execution.
- Contribute to the global content strategy and plans to support global marketing of key products and align with and support the global social media and digital strategy.
- Fully utilise the content strategy toolkit, including personas, mental models, gap analysis, competitive analysis, content audits, quantitative analysis, keyword research and social listening.
- Drive a step change and increased momentum in content marketing efforts, working with a variety of partners—from publishers to agencies, to customers and employees—to create programs and drive Sage Intelligence adoption within Sage.

- Own the Sage Intelligence blog end-to-end, including writing, and manage contributions from leading influencers in the market, Sage Intelligence experts, customers and the business community.
- Write, edit and proof-read content across a range of assignments and formats, including short form, long form, video scripting, blogs, graphical content and social media.
- Create and manage the Sage Intelligence and Excel on Steroids Tips and Tricks mailers, keeping them relevant and driving an increase in subscribers.
- Create customer success stories, references, and testimonials within our various integrations and training workshops, liaising between the relevant PMM and the agency as required.

SEPT 2015 – JAN 2017**SAGE TECHNOLOGY GROUP****DURBAN****Position:** Product Marketing Administrator**Product Marketing duties:**

- Involved in the go-to-market strategy with the Sage Intelligence PMM and relevant Sage Opco PMM.
- Contribute to launch plans, positioning and messaging for the product.
- Assist with the creation and updating of product marketing collateral, white papers, sales tools, product kits, product demonstrations, and additional launch and post-launch materials as required.
- Create customer success stories, references, and testimonials within our various integrations and training workshops, liaising between the customer and the agency as required.
- Assist with thought leadership initiatives which are then distributed through customer marketing.
- Work closely with customer marketing, writers, designers, and web team to produce product marketing deliverables.
- Work closely with CFU team to keep up to date on the Sage Intelligence Product and ensure product marketing requirements are being adequately covered.
- Work closely with the Product Owner to have a solid understanding of the functionality and benefits of the Sage Intelligence and Excel on Steroids product offerings to ensure that these are communicated effectively to the market.
- Serve as product marketing representative on select cross-functional product teams.
- Ensure that all PM Material is up to date and relevant on sageintelligence.com and other forums.
- Provide customer marketing with relevant product material and information for partner and customer communications and social media posts.

Market research:

- Undertake market research (formal and informal), including competitive analysis and BI landscape investigation, and help define market segmentation, buyer personas and external influences with PMM.

Uphold corporate image:

- Reflect the correct Sage brand image wherever necessary to improve brand awareness.
- Apply the global Sage visual branding and tone of voice to all communications.
- Work with Designer to create marketing material when required.

MARCH 2014 – SEPT 2015**WEIGH-LESS HEALTH AND WEIGHT MANAGEMENT****DURBAN****Position:** Publications and Marketing**Magazine duties:**

- Conceptualise, research and write articles for Weigh-Less magazine.
- Interview various industry professionals (depending on article), success stories, employees and other members of the programme as part of research.

- Ensure deadlines are strictly adhered to by myself and other journalists.
- Proof, guide and edit articles that have been written by the other journalists.
- Proof, guide and edit the design work for all articles.

Copywriting duties:

- Conceptualise, write and proof copy for newsletters/ e-newsletters.
- Conceptualise, write and proof copy for press releases.
- Write copy for marketing material and monthly promotions.
- Write copy for the website.
- Conceptualise and write copy for eating plans and intervention cards (part of Weigh-Less' material).
- Edit, oversee and write copy for a national, monthly internal communication.

Marketing duties:

- Work closely with the marketing department on the conceptualisation, strategising and implementation of weekly and monthly promotions.
- Compile and edit copy for various Weigh-Less products.
- Conceptualise, compile and implement various market research surveys, both qualitative and quantitative.
- Create content for, manage and run Weigh-Less magazine's social media (Facebook and Twitter).
- Compile PowerPoint presentations for training purposes and the presentation of Weigh-Less products and services (including images, text, voice overs and timing).
- Co-ordinate and oversee a three day, end-of-year event. This event involves sponsors, advertisers and media personnel.
- Compile various business communications on a national level, for regional managers and field staff.

APRIL 2011 – MARCH 2014

MARSHALL MUSIC

DURBAN

Position: Sales and Marketing

Sales duties:

- Attain and maintain a high standard of constantly updated product knowledge.
- Recommend and sell products according to each individual customer's wants and needs.
- Generate, follow up and report on various leads, including customers who require specific items.
- Remain on trend with numerous products and research their effectiveness within the market.
- Order and ensure the delivery of relevant stock for customers, as well as on-hand stock for the store.
- Manage the store front and ensure that it is neat and presentable at all times.

Marketing duties:

- Create content for, manage and run Marshall Music's social media.
- Create and write copy for the advertisement and description of Marshall Music's products.
- Plan the positioning of Marshall Music's advertisements according to a set budget.
- Ensure the store front is presentable and that the products are set up and placed for optimum visibility and ease of access.
- Conceptualise, create and implement qualitative and quantitative research, in the form of surveys and interviews.
- Market research – including the identification of competitors in the market and price comparisons, as well as identifying their strengths and weaknesses.
- Attend and oversee various sponsored events, where Marshall Music has sponsored equipment.

FEBRUARY 2010 – MARCH 2011

HULAMIN CONTAINERS

PIETERMARITZBURG

Position: Machine operator and packer

Duties:

- Operate the machinery to produce the final product (aluminium containers).
- Prioritise each job (a specific order of containers) based on the stock supply and availability from Hulamin, and the demand from customers.
- Adhere to strict deadlines, and often work overtime as a specific job requires.

OCTOBER 2008 – DECEMBER 2009

COLLEGE ROAD VIDEO

PIETERMARITZBURG

Position: Store assistant

Duties:

- Assist customers in the store.
- Engage with customers and offer advice on products and services.
- Update the store's social media when new products arrive, on a weekly basis.
- Cash up and lock the store at closing time.

REFERENCES

Charles Teversham	031 537 7244	Managing Director	Sage Technology
Stephen Coull	031 537 7244	Marketing Director	Sage Technology
Bronwyn Dorrofield	031 537 7244	Senior Marketing Manager	Sage Technology
David Nothling	084 507 7355	Publications and Marketing Manager	Weigh-Less
Nazia Osman	084 557 0966	Online and Media Manager/ Project Manager	Weigh-Less
Mike Goosen	082 614 8380	Managing Director	Marshall Music
Ian Ward	033 390 3481	CEO	Hulamin Containers
Justin Maskell	033 386 6759	Co-owner and Director	College Road Video