

CV

of


CLEOPATRA MATLI


Ph.D Candidate

Date of Birth:
24 February 1983






CONTACT DETAILS

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 072 273 3910

KEY PERSONAL SKILLS

-  **Professional**
Good communication skills, writing & analytical skills, management skills and interpersonal skills.
-  **Brand Management**
Managing corporate communication, brand image building and product awareness campaigns.
-  **Team Management**
People management consisting of hiring, and motivating teams.
-  **Computer Skills**
MS Word, Excel, Power Point, E-mail and Internet.
-  **Project Management**
Project cycle, ability to identify projects and manage, project processes, project principles.

TRAINING UNDERTAKEN

Operations Management Development Programme
Presented by Edcon Retail Academy,
05 February 2007 to 30 March 2008.

 Cleopatra Matli
 www.cleopatramatli.com

PERSONAL PROFILE

An Institutional Marketing Researcher specialising in marketing and retail management, with experience spanning more than fifteen years in operations management, brand and event management, sales management, customer relationship management and team management. A proactive planner with expertise in strategic marketing planning, market plan execution, account management and targeted marketing. A lecturer for over six years and mentor in my field, a community leader and aspiring businessperson.

ACADEMIC

- 2021 Registered for a DPhil Management Sciences Specializing in Marketing, Durban University of Technology.
AN ETHNOGRAPHIC EXPLORATION OF THE NON-ADOPTION OF ONLINE SHOPPING POST COVID-19
- 2020 Enrolled in a doctoral proposal development mentorship, Durban University of Technology.
THE INFLUENCE OF RELATIONSHIP MARKETING ON ONLINE CUSTOMER RETENTION OF BLACK FEMALES PURCHASING BRANDED CLOTHING IN SOUTH AFRICA
- 2019 Masters in Management Sciences Specializing in Marketing, Durban University of Technology.
MATLI, C.M., 2019. A COMPARATIVE STUDY OF THE INFLUENCE OF BRAND AWARENESS AND BRAND IMAGE IN THE SELECTION OF A UNIVERSITY OF TECHNOLOGY IN KWAZULU-NATAL (MASTERS DISSERTATION)
- 2006 BTech/Postgraduate Diploma in Marketing, Central University of Technology, Free State.
- 2005 National Diploma in Marketing, Central University of Technology, Free State.
- 2000 Matriculated at JM Lekgetha Commerce High School.

PROFESSIONAL EXPERIENCE

07/2020 – CURRENT Lecturer and Program Manager, Durban University of Technology, Marketing and Retail Department

DUTIES AND RESPONSIBILITIES:

- Lecturing of both undergrad and Advanced Diploma students.
- Involved in the department's administrative and managerial functions.
- Compiling module reports and module files.
- Involved in community engagements activities and research activities.

01/2017 – 06/2020 NGap Lecturer, Durban University of Technology, Marketing and Retail Department

- A developmental programme for new generation of lecturers, an initiative of the Department of Higher Education and Training.
- A six-year programme of acquiring my Masters in the field, publishing and lecturing.

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**02/2016 – Institutional Marketing Researcher, Teaching and Learning Development Centre, Mangosuthu University of Technology****DUTIES AND RESPONSIBILITIES:**

- Compiling weekly and monthly reports and developing marketing strategies.
- Keeping abreast of the environment, developments and trends in the internal and external marketing environments.
- Management of events, promotion, preparation of prospectus, formation of partnerships and linkages.
- Responsible for all the administrative, marketing and research tasks.
- Facilitate external market research and generate new opportunities for recruitment.
- Responsible for handling data queries from academics and the institution and ensure stakeholder satisfaction.

06/2013 – Wealth Manager, EQ – Fin an affiliate of Liberty 04/2015**DUTIES AND RESPONSIBILITIES:**

- Compiling weekly and monthly reports and other administrative tasks.
- Analysis of clients financial needs situation and affordability.
- Creating and maintaining a client base in specified demographics and geographic locations.
- Preparation and planning of a client's estate.
- Gathering information on all the dependents, tax implications, benefits, and the costs involved with completing their estate.
- Studying different kind of investment and asset classes to ensure accurate advice is given to all my clients.
- Responsible for administrative tasks relating to the cases that I submit and the follow up on all unpaid accounts, medical evaluations that are booked, etc.

11/2012 – Sales Consultant, Auto man Data Solutions 05/2013**DUTIES AND RESPONSIBILITIES:**

- Cold calling on clients, building and maintaining client base.
- Sales of insurance products and maintenance warranties.
- Sales of a vehicle security feature: tracking devices, smash and grab.
- Assist in the development of data recording, manipulation analyses and report back to main insurance houses.
- Responsible for handling data queries from clients and industry and ensure client satisfaction.

04/2012 – Cosmetics Sales Manager, Edgars Eastrand Mall 10/2012**DUTIES AND RESPONSIBILITIES:**

- Communicating with Buyers/planners to ensure excellent stock turn.
- Scheduling staff, planning, and organizing promotions and events.
- Analysing stock and financial reports, to ensure cost saving and profitability.
- Building a customer base, maintaining customer service and retaining customers.
- Working out targets and meeting them after a study of both micro and macro-economic factors.
- Leading and managing a team with a firm, professional and sound attitude.

**05/2010 – Specialized Department Sales Manager, Edgars
03/2012 Klerksdorp Duties and responsibilities**

DUTIES AND RESPONSIBILITIES:


- Ensuring the stock loss of the departments is less than the targeted percentage.
- Conducting a hazards count and creating spreadsheets to store the information.
- Ensuring accurate and uncorrupted data.
- Capturing stock adjustments, stock orders and implementing replenishment process.
- Scheduling and managing sales staff.


**04/2008 – Sales Manager, CNA Mimosa Mall Duties and
04/2010 responsibilities**


DUTIES AND RESPONSIBILITIES:

- Managing all sales floor staff and the sales floor.
- Ordering of stock and receiving, unpacking and replenishing the sales floor.
- Ensuring smooth running of all departments and pay points.
- Prioritising customer service to ensure retention of customers.
- All these aimed at generating turnover to meet store targets and to be profitable.

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PUBLICATIONS

- Matli, C.M., Tlapana, T. and Hawkins-Mofokeng, R., 2021. The role of branding in the choice of a university of technology: A study among first year students in Kwazulu-Natal. *International Journal of Research in Business and Social Science* (2147-4478), 10(7), 342-352.
- Moipone Matli, C., Tlapana, T. and Hawkins-Mofokeng, R., 2021. The influence of brand image on the selection and preference of universities of technology. *EUREKA: Social and Humanities*, (6), 3-13.
- Ntobaki, P.P., Tlapana, T. and Matli, C.M. 2022. Influence of social media on purchasing decisions in Durban. *Journal of Social Sciences*. (2587-3490), (5), 28-37.

PRESENTATIONS

08/2022 WRLC Industry Engagement Forum

"BIG DATA TRANSFORMS E-COMMERCE" THE INFLUENCE OF PROMOTIONS ON CUSTOMERS' ADOPTION OF ONLINE SHOPPING FOR FMCG IN SOUTH AFRICA

TRAINING UNDERTAKEN


**Operations Management
Development Programme**


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05 February 2007 to 30 March 2008.


COMMUNITY ENGAGEMENTS

01/2017 – 03/2020	Academic Advisor: Enactus DUT
01/2019 – Current	FemDac Participant
01/2022 – Current	UPSET DUT Co-Researcher
03/2022 – Current	W&R Seta and Retail chair DUT
01/2023 – Current	Women in STEAM DUT Co-Researcher






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ADMINISTRATIVE DUTIES

02/2017 – Current	Advisory Board Member (Marketing and Retail DUT)
01/2022 – Current	Faculty and Research Council Member
01/2021 – Current	Departmental Research Committee Member
08/2022 – Current	Program Manager (Marketing)

REFERENCES

Dr. J. Gumede

Deputy Director (Teaching and Learning Development Centre)
Mangosuthu University of Technology
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Prof. T Mgutshini

Mentor
University of South Africa
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Dr. T. Tlapana

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Prof. J.P. Govender

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