

# PRIVATE AND CONFIDENTIAL

## CURRICULUM VITAE

**Ms Cheryl Adamson**

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EDUCATION	
<b>Dec 1975:</b>	<b>EDENVALE HIGH SCHOOL</b> Edenvale South Africa
<b>Attained:</b>	<b>Senior Certificate</b>
<b>Jan 1976 – Dec 1978:</b>	<b>Johannesburg Technical College</b> Johannesburg, South Africa
<b>Attained:</b>	<b>Diploma in Fine Arts/Graphics</b>
<b>Courses:</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> Art of drawing</li><li><input type="checkbox"/> Graphic composition</li><li><input type="checkbox"/> History of art</li><li><input type="checkbox"/> Graphic illustration</li><li><input type="checkbox"/> General painting</li><li><input type="checkbox"/> Advanced crafts</li><li><input type="checkbox"/> THIS CERTIFICATION HAS BEEN ASSESSED BY NZQA</li></ul>

<b>EMPLOYMENT HISTORY</b>	
<b>1998 – Present:</b>	<p><b>Started “Zenzen”:</b>  <a href="http://www.cheryladamson.co.za/index.php?id=32">http://www.cheryladamson.co.za/index.php?id=32</a></p> <p>A 'Through the Line' small agency with the intention of providing a unique way to analyse brand attributes and corporate identities. The company served a range of clients from shopping centres and motoring to corporate eventing.</p> <p><b>Position Held:</b> Owner/Managing Director</p> <p><b>Responsibilities:</b> Full client service and financial responsibilities including consumer insights, strategy development, recommendation and presentation of marketing plans, management and implementation via specialized service providers of research, media, advertising, events and promotions, digital marketing. Reporting and feedback post campaign development on key strategic imperatives and budget performance</p> <p><b>Achievements:</b> Please view 'Awards' and 'Media' section of <a href="http://www.cheryladamson.co.za">www.cheryladamson.co.za</a></p>
<b>2000 to Present:</b>	<p><b>Started The A-Z Philosophy</b>  <a href="http://www.cheryladamson.co.za/index.php?id=31">http://www.cheryladamson.co.za/index.php?id=31</a></p> <p>In conjunction with partner Amanda Grobler. Desiring to develop the understanding and impact of local and international consumer mindsets and how this affects retail and shopping patterns, the company eventually evolved into a sustainable concept, maximizing 'green' efforts for goodwill returns. Specializing in consumer trends and Sustainable (Green) consulting</p> <p><b>Position Held:</b> Co Owner</p> <p><b>Responsibilities:</b> Development of a sustainable consultancy to assist clients in auditing their Carbon Footprint and putting in place reduction plans. Motivating staff/customers and stakeholders to adopt reduction strategies to maximise returns on their sustainable efforts</p> <p><b>Achievements:</b> Winner of the highest accolade in 2010 from the South African Council of Shopping Centres for their 'Green' Campaigns at The Brightwater Commons Shopping Centre.  <a href="http://www.cheryladamson.co.za/index.php?id=28">http://www.cheryladamson.co.za/index.php?id=28</a></p>

<p><b>2001-2009</b></p> <p><b>Position Held:</b></p> <p><b>Responsibilities:</b></p>	<p><b>Started Samp &amp; Souffle</b>  <a href="http://www.cheryladamson.co.za/index.php?id=30">http://www.cheryladamson.co.za/index.php?id=30</a>  Created around the concept of Gourmet Travel, taking groups of interested tourist or locals on interactive cooking experiences with famous chefs</p> <p>Owner</p> <p>Setting up unique gourmet travel experiences with selected suppliers and marketing service to specialized target audience.  This concept is in its infancy in South Africa and in 2009 I sold the company to another party interested in further developing the concept.</p>
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<p><b>1996 – 1998:</b></p> <p><b>Position held:</b></p> <p><b>Responsibilities:</b></p>	<p><b>McCann Erikson/Adlines</b>  <a href="http://www.cheryladamson.co.za/index.php?id=33">http://www.cheryladamson.co.za/index.php?id=33</a></p> <p>Touch Designs merged with <a href="#">Adlines</a>, (Healthcare Agency handling many multinational OTC Healthcare Brands) and were subsequently bought out by international McCann Erikson placed Cheryl as managing director of Adlines for a period of 3 years.</p> <p>Managing Director of Adlines</p> <p>Offering client service and strategic development of OTC Healthcare Brands in conjunction with creative teams on site, and reporting accountability post campaign development</p>
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<p><b>1989 – 1996</b></p> <p><b>Position Held:</b></p> <p><b>Responsibilities:</b></p>	<p><b>Started Touch Designs</b>  <a href="http://www.cheryladamson.co.za/index.php?id=34">http://www.cheryladamson.co.za/index.php?id=34</a>  My first business – a small “through-the-line” agency Which offered strategy, concept, design, art direction and production for both above and below the line advertising campaigns.</p> <p>Owner, Managing Director</p> <p>Full client service and financial responsibilities including consumer insights, strategy development, recommendation and presentation of marketing plans, management and implementation via specialized</p>
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<p><b>Achievements:</b></p>	<p>service providers of research, media, advertising, events and promotions, digital marketing. Reporting and feedback post campaign development on key strategic imperatives and budget performance</p> <p>Please view 'Awards' and 'Media' section of <a href="http://www.cheryladamson.co.za">www.cheryladamson.co.za</a></p>
<p><b>Nov 1979 to 1989</b></p> <p><b>Position Held:</b></p> <p><b>Responsibilities:</b></p> <p><b>Achievements:</b></p>	<p><b>Lindsay Smithers FCB</b>  <a href="http://www.cheryladamson.co.za/index.php?id=35">http://www.cheryladamson.co.za/index.php?id=35</a></p> <p>Joined as a Junior Artist and worked my way into various mainstream FMCG accounts as a Senior Art Director on large FMCG accounts.</p> <p>From working under supervision to working as part of a creative team/ copywriter to conceive, develop and implement advertising campaigns.</p> <p>Please view 'Awards' and 'Media' section of <a href="http://www.cheryladamson.co.za">www.cheryladamson.co.za</a></p>

Please note that several of my current clients would not be available for reference as my plans to immigrate are confidential.

I have a succession plan in place once job offers and plans are confirmed, thereafter many more people could be offered as references

REFERENCES	
<p><b>Company:</b></p> <p><b>Contact Person:</b></p> <p><b>Contact Details:</b></p>	<p><b>Porsche South Africa</b>  <b>Christo Kruger</b>  <a href="mailto:christok@porsche.co.za">christok@porsche.co.za</a>, Tel +27 82 574 5921</p>
<p><b>Company:</b></p> <p><b>Contact Person:</b></p> <p><b>Contact Details:</b></p>	<p><b>Art Duo</b>  <b>Sonja Brouard</b>  <a href="mailto:Sonja@artduo.com.au">Sonja@artduo.com.au</a>. Tel +61 411 680 198</p>
<p><b>Company:</b></p> <p><b>Contact Person:</b></p> <p><b>Contact Details:</b></p>	<p><b>Alison Gregg Public Relations</b>  <b>Alison Gregg</b>  <a href="mailto:agpr@global.co.za">agpr@global.co.za</a> Tel +27 82 652 1510</p>
<p><b>Company:</b></p> <p><b>Contact Person:</b></p> <p><b>Contact Details:</b></p>	<p><b>Shift Media Entertainment</b>  <b>Kobus Van Wyk</b>  <a href="mailto:vanwykbj@live.ca">vanwykbj@live.ca</a> Tel: +1 250 415 3755.</p>
<p><b>Company:</b></p>	<p><b>Full Volume Promotions</b></p>

<b>Contact Person:</b> <b>Contact Details:</b>	<b>Judith Lee</b> <b>Tel: +27 82 687 0442</b>
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