

**Statement of Service****26/01/2020****To whom it may concern**

This is to certify that Mrs Michelle Botha is an employee of SC Grand Design t/a KLCK and worked as an Information Designer at KLCK from 27/05/2013 – 01/05/2016. Since 01/05/2016 she has been working as an Art Director at KLCK.

Michelle Botha's employment is full-time with 45 working hours per week. Her monthly salary is R21 000.


**Michelle successfully completed several creative projects, including the following highlights:**

***Jaguar Land Rover sub-Sahara Africa ATL and BTL branding***

Jaguar Land Rover sub-Sahara Africa is a longstanding client of KLCK.

Michelle played a key roll in the successful execution of projects including but not limited to:

- **Jaguar Land Rover Fashion and Vehicle Photo Shoots**
  - Creative direction and storyboard development
  - On-site creative direction
  - Editing
  - Client management
  - Procurement, briefing and management of photographers, venues, make-up artists and other related suppliers


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- These photo shoots took place in several provinces around South Africa and Michelle was responsible for project management and logistics as well as creative direction

- ***Jaguar Land Rover sub-Sahara Africa monthly newsletters for customers and the dealer network***
  - Newsletters are monthly editions
  - KLCK has been the sole agency for these BTL communications for the past 6 years

### **Jaguar Golf League Event Kit**

- Strategy and Concept Development for a national Jaguar Golf League Corporate Event Kit
- Supplier Sourcing and Procurement
- Sub-logo Design
- Event Look and Feel Design
- Client Management
- **Design and Layout of Complete Event Kit including:**
  - Outdoor and Indoor Branding
  - Digital Collateral
  - Print Collateral
  - Corporate Gifting
  - Promotional Items

### **Erudite Strategies Corporate Identity Development**

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- Logo and Corporate Identity Design
  - Corporate Stationery Design
  - Production Management
  - Client liaison

### **Superior Choices Communication Campaigns**

- Digital and Printed Corporate Stationery Design
  - Yearly E-mail Communication Campaign Concept Development and Design
  - Slicing E-mailers for HTML using Dreamweaver
  - Digital Illustration
  - Superior Choices Website Design (currently in development
  - E-mail signature design and development (with the help of an HTML Outlook Development specialist) for the entire Superior Choices Group.
- These projects include testing and trouble shooting to ensure that the design is correctly applied over different devices and work stations

### ***DRA (Mining Engineering Company)***

- Printed Collateral Design and Layout, including:
  - Commodity Reports and Capability Reports
  - Corporate Stationery
  - Client Liaison
  - Production and Supplier Management



## ***Events and Incentive Collateral***

***Michelle completed 20 – 25 Events and Incentive Collateral projects annually. Her duties included:***


- Creative and strategic presentation development for tenders and pitches, including creative look and feels, printed and online collateral and in-door and out-door event and incentive branding
- Client meetings
- Production management
- Design and layout of printed and digital collateral
- End-to-end project management
- E-mail Design
- Slicing E-mailers for HTML using Dreamweaver

*\* Clients of the above mentioned service included: Standard Bank, ABSA, Jaguar Land Rover South Africa and sub-Sahara Africa, DRA, Bonitas Medical Aid, Mercedes Benz and FUSO Trucks.*

## ***Digital and Mobi Platforms***

***Michelle completed 5 – 10 Digital and Mobi platforms annually. Her duties included:***

- Design concepts and creation of landing pages, promotions and relating imagery
- Design of marketing materials (digital newsletters and online elements)
- Strategic development of technical specs, wire frames, user interfaces for digital media projects
- Supplying sufficient wire frames and structural specs in visual understandable format, to present to clients in order for them to fully understand the system in such a way that make deliverables clear to all stakeholders. Managing and liaising the client in terms of change




management and approval processes. Including pre-developed systems such as Cvent and Pocket RSVP

- Implementing and communicating the changes through to the suppliers and the client-facing project managers – regular updates
- Web design - conceptualisation, layout, understanding of functionality and ongoing maintenance and minor development of existing digital platforms
- Supplier management: managing production suppliers, developers and other suppliers related to digital campaigns and basic print campaigns.
- Maintenance/layout/browser compatibility
- Getting the necessary quotes and timeline requirements for the above mentioned from all required suppliers

*\* Clients of the above mentioned service included: Standard Bank, Jaguar Land Rover South Africa and sub-Sahara Africa, Erudite, DRA, SC Group.*

## **GENERAL**

- Input into strategy and development of new ideas and concepts to be implemented at work on projects (existing and new clients) as well as in the marketing of KLCK as an agency.
- Constant research on new technologies and compilation of strategic proposals that can be presented to new and existing clients.
- Training, mentoring and leading junior team members when assigned to do so.
- Taking ownership of own work produced.
- Timeline set-up and management.
- Logging of all tasks and work completed onto the company specified time and project management system on a daily basis.
- Attending client reviews.
- Attending internal meetings.


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- Driving in his / her own transport to deliver or pick up items, or to attend meetings and other job responsibilities.
  - And all such tasks and duties as are reasonably and lawfully incidental to the above.

Mrs Michelle Botha has performed all these tasks competently and with commitment and enthusiasm. She has demonstrated the ability to work under pressure and to plan and organise successfully to meet tight deadlines. Her close attention to detail has resulted in meticulous and accurate work. Her strong interpersonal and communication skills have allowed her to develop good working relationships with both her colleagues and management.

Mrs. Michelle Botha would be a great asset to any creative team. She operates effectively within the corporate environment and has taken on a leadership role of an Art Director within the KLCK Creative team. She has a positive attitude and is diligent in all challenges posed to her. Michelle has project management skills, which compliments her creative talent and resulted in her achieving great success within our organisation.

She maintains a high standard of creative thinking and execution on all projects given to her. She has trained several interns, showing strong leadership skills, while working effectively as part of a team.

She is extremely professional and punctual. She has a constructive attitude towards her work and colleagues and it is a pleasure having her as part of the team. Michelle has a diverse skill set and she finishes projects with the utmost care and precision, yet with a creative flare. Whether it was budget planning, learning new skills, business strategy or normal creative agency tasks, Michelle is on target and efficient.



It is more than a pleasure to work with Michelle and we know that she has a very bright future ahead of her. Michelle will be an asset to any creative agency and I trust that she will achieve great success in the years ahead.

Mrs Michelle Botha is a great asset to any company and I highly recommend her for employment. Should you require any further information please do not hesitate to contact me.

**Yours sincerely**

**Jana Barclay**

**Head of KLCK**

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**Brief statement explaining how the referee knows the applicant:**

I Mrs Jana Barclay met Mrs Michelle Botha in her interview in May 2013. She was employed in the same month, as she was the strongest candidate for the job. Michelle has been working in my team since May 2013. I therefore know her as a KLCK employee.