**- Curriculum Vitae of Hayley Komen –**

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**Personal Details**

**Name:** Hayley Komen

**Date of birth:** 24 April 1974

**Contact number:** +27 83 644 5504

**Email address:** hayley@bluecat.co.za

**Languages:** English,Afrikaans - speak, read, write fluently

**Physical address:** 96 Center Road, Golfview, Walkerville, Johannesburg

**Writing portfolio:** [www.hayleykomenwrites.wordpress.com](http://www.hayleykomenwrites.wordpress.com)

**Criminal offences:** None

**Work Experience**

**Standard Bank**

**Position:** Product Analyst/Owner: Standard Bank Community (contract, consulting position via Freethinking, an EOH company)

## February 2016 - present

**Responsibilities:** Enable community engagement on <http://community.standardbank.co.za> using Lithium community software. Includes user testing, defining personas, user journeys and information architecture, and constructing wireframes and briefs for user interface designers and developers. The role entails working with remote consulting and development teams in Switzerland and the UK, a support team in Singapore and a local digital agency implementation team. **Barclays Africa Group Ltd**

**Position:** Channel Manager: Features Store

## January 2015 – January 2016

**Responsibilities:** Develop and run an e-commerce product (<https://www.absa.co.za/exclusive-benefits/features-store>) selling banking products with value-adds. Included editing content for the site and working with design team to define user journeys and personas. Entailed working with remote development team in India and local development team situated in a remote office.

**Barclays Africa Group Ltd**

**Position:** Digital Content Manager

## September 2013 – December 2014

**Responsibilities:** Develop and manage content for [www.absa.co.za](http://www.absa.co.za), [www.absa.mobi](http://www.absa.mobi) and [www.barclaysafrica.com](http://www.barclaysafrica.com), digital apps and other digital projects. Included defining information architecture and user journeys, and working with user interface designers to realise content.

## Macmillan Education South Africa *(Freelancing)*

**Position:** Copy editor and proofreader

## July 2013 – present (part-time)

**Responsibilities:** Editing and proofreading school textbooks for various grades. Focus on science and technology learning areas.

## clickclickBOOM *(Freelancing)*

**Position:** Communications Consultant and Writer

## September 2012 – August 2013

**Responsibilities:** Public relations consulting; website and e-commerce development; writing, editing and proofreading; information design and wireframing; and working with technical and design partners to deliver digital products.

**Artwise Design**

**Position:** Project Manager and Copywriter

January 2012 – August 2012

**Responsibilities:** Project management of digital projects and advertising campaigns; copywriting. Member of the leadership team.

**Endangered Wildlife Trust**

**Position:** Communications Manager

## January 2008 – January 2012

**Responsibilities:** Public relations; media liaison; digital communications; proposal writing; developing educational materials and producing the EWT annual report. Member of the editorial board for *Environment* magazine and *Vision* annual; member of the executive management team.

**Endangered Wildlife Trust**

**Position:** Programme Developer, Wildlife Conflict Prevention Group

## January 2007 – December 2007

**Responsibilities:** Develop a new programme within the Endangered Wildlife Trust. Included communications and media liaison; website content management; developing educational materials and tools; event management; donor relationship management and fundraising and report writing.

**Endangered Wildlife Trust**

## Position: Marketing and Administration

## Manager, Birds of Prey Working Group

## August 2004 – December 2006

**Responsibilities:** Communications and media liaison; website content management; developing promotional and educational materials and tools; event management; donor relationship management and fundraising; proposal writing; report writing; editing and proofreading; managing advertising agencies and publishers; and supervising an administrator.

**BlueCat Software CC** *(Freelancing)*

**Position:** Project Manager and Software Developer

## March 2002 – July 2004

**Responsibilities:** Developing online projects and e-commerce websites; documenting customer requirements; project management of digital projects; SEO; and analytics and reporting.

**Interface Media Pty Ltd**

## Position: Development Manager

## March 2000 – February 2002

**Responsibilities:** Manage the EasyInfo online directory - <http://www.easyinfo.co.za>. Included website development; documenting customer requirements; and working with design team to deliver digital products.

**BSW Data/Dimension Data I-Commerce**

**Position:** Software Developer and Business Analyst

August 1998 – February 2000

**Responsibilities:** Maintaining the company intranet and knowledge management tool; implementing CRM and IVR in the banking environment (Standard Bank); documenting business requirements; business process reengineering; and website development.

**Transvaal Museum of Natural History**

**Position:** Senior Collection Manager: Herpetology

July 1997 – July 1998

**Responsibilities:** Manage the reptile and amphibian specimen collection and paper and electronic database (print and digital); supervise a preparator; manage specimen lending.

**Tertiary Education**

**BA Communication Science**

2007–2012, UNISA

**B-Tech Nature Conservation**

2005–2006, Tshwane University of Technology

**National Diploma in Nature Conservation**

1994–1996, Technikon Pretoria

**Certificates**

**Certified ScrumMaster**

November/December 2016, Scrum Alliance

**User Experience Design**

February–March 2014, Quirk/Red & Yellow School

**Fundamentals of Project Management**

June–September 2003, Damelin Management School

**National Certificate in Office Administration**

1992, Technikon Pretoria

**References**

**Percy Erasmus:** PreviouslyHead of Sales, Barclays Africa Ltd.

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