



**NAME: PUME MAKHAZA-BUTHELEZI**  
**Events Manager**

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**Personal Information:**

I am a bold, self-motivated, driven, passionate individual, with an extreme love for Marketing and Events. The thrill of working on a campaign or putting an event together, is a feeling I just can't explain. Little did I know that my passion and the exhilarating feeling I get from my work would be on halt due to Covid-19, I was retrenched from my job at the beginning of the pandemic and my business was affected. I found myself unable to bring an income and not being able to support my family and bring my 2020 goals to fruition. It has been extremely hard, but I have hope to continuously push ahead and find ways to provide for my family.

**Work Experience:**

I began working at the age of 20 whilst studying toward a qualification in Marketing. I have been involved in multiple events whilst at e.tv and Orange Block. My career experience just highlights my capabilities, but my passion and work ethic are what drives me to find solutions that create opportunities and magical experiences. I look forward to sharing my expertise with your brand and evolve my career.

**Events that I have project managed:**

- eNews Channel Launch : 2008
- GBC TV Launch in Botswana : 2008
- e.tv 10<sup>th</sup> Birthday and Year End Party : 2008
- The Mama Magic Baby Expo : 2009 - 2013
- Soweto Festival Expo : 2008 - 2014
- e.tv Road Shows : 2009 - 2017
- e.tv Year End Party : 2009 - 2017

- Lalela Music Launch : 2009
- 3<sup>rd</sup> Degree 10<sup>th</sup> Birthday : 2010
- eBotswana Rebrand Launch : 2010
- Great Expectations 4<sup>th</sup> Birthday : 2010
- Corporate Social Responsibility events : 2008 - 2017
- e.tv tours at Rhythm City, Scandal and eNews Studios : 2008 - 2010
- Responsible for eVitality , staff healthy activities : 2009 - 2016
- eNuus Launch : 2010
- eKasi Our Stories Media Launch : 2010
- Rhythm City's 1000<sup>th</sup> Episodes Celebration : 2011
- Wild Talk Africa Exhibition : 2011
- Media Press Events : 2011- 2018
- Scandal! 1500 Episodes Celebration : 2012
- e.tv Kasi Tours (National Activations Project) : 2012- 2016
- eNCA Rebrand Launch : 2012
- Club 808 Birthday Party (Annual Event) : 2011 – 2015
- Lalela Music 5<sup>th</sup> Birthday : 2014
- Charity Showdown Soccer Live Broadcast on e.tv Event : 2014 – 2015
- e.tv Bona Sphetheni Brand Activations (National) : 2016
- e.tv 15<sup>th</sup> Birthday Live Stream National Events (3 regions): 2013
- e.tv New Content Media Launches every quarter : 2008 – 2017
- e.tv Staff Activations with Live Stream to all offices : 2008 - 2017
- black Brand Activations Launch : 2018
- Whisper Media National Launch : 2018
- Cell C Rebrand Launch : 2018
- Cell C Rebrand National Activations : 2018
- Cell C Store Openings : 2018 – 2019
- Whisky Live National Event : 2018 -2019
- Pramathon Family Event : 2019
- FNB NAV Wellness Activations : 2019
- Dell Springboks Dell Experience : 2019
- Cell C Explore Data Science Academy Launch : 2019
- Mohope Brew Consumer Launch : 2019
- Mohope Brew Media Launch Dinner : 2019
- Mohope Brew Beer Tasting Activations : 2019 & 2020