

AYELE COMMUNICATIONS: STAFF PROFILE

CARMEN GOPANE EXECUTIVE MEMBER:

MRS C GOPANE HAS A BA COMMUNICATION DEGREE FROM THE UNIVERSITY OF THE FREE STATE. MRS. GOPANE HAS EXTENSIVE RESEARCH EXPERIENCE GAINED FROM WORKING IN BOTH GOVERNMENT AND PRIVATE SECTOR. SHE HAS BROAD RESEARCH EXPERIENCE NOT ONLY IN THE ACADEMIC CONTEXT, BUT ALSO WITHIN THE INDUSTRY ITSELF WHERE SHE HAS CONDUCTED RESEARCH ON AN ELABORATE RANGE OF TOPICS. WHILE EMPLOYED AT DE BEERS PENSION FUND SHE HAS BEEN INVOLVED IN QUALITATIVE RESEARCH WHEREBY SHE CONDUCTED FOCUS GROUPS FOR FORMER DE BEERS EMPLOYEES AND WAS RESPONSIBLE FOR CAPTURING AND ANALYSING DATA. SHE HAS EXTENSIVE EXPERIENCE IN CORPORATE COMMUNICATION INCLUDING COMMUNICATION STRATEGY DEVELOPMENT, MEDIA LIAISON AND EVENTS & PROJECT MANAGEMENT.

MRS GOPANE EXPERIENCE IN GOVERNMENT COMMUNICATIONS EXPANDS TO MORE THAN FIVE YEARS WHERE SHE HAS GAINED EXPERIENCE IN DEVELOPMENTAL COMMUNICATIONS AND ADVOCACY WORK DUE TO HER INVOLVEMENT IN THE KHOMANI CAMPAIGN AS EXECUTIVE MEMBER OF THE NATIONAL HEALTH COMMUNICATION TEAM, WHILST BEING EMPLOYED AT THE PROVINCIAL HEALTH DEPARTMENT AS HEAD OF COMMUNICATIONS.

MS GOPANE HAS ALSO ATTENDED AND WAS AWARDED A MDP CERTIFICATE BY THE UNIVERSITY OF STELLENBOSCH. HER MANAGERIAL SKILLS AND BUSINESS ACUMEN IS DISPLAYED IN ALL PROJECTS THAT SHE HAS BEEN INVOLVED WITH. SHE HAS ALSO BEEN INVOLVED IN A MAJOR PROJECTS SUCH AS THE DEVELOPMENT OF A CORPORATE BRAND AND IMPLEMENTATION THEREOF.

AS EXECUTIVE MEMBER OF AYELE COMMUNICATIONS MRS. GOPANE MANAGES A STAFF FORCE OF FIVE EMPLOYEES AND SPEARHEADS ALL AYELE PROJECTS AND PROGRAMMES. SHE HAS ALSO COMPLETED A HOSPITALITY AND TOURSIM CERTIFICATE COURSE FROM THE UNIVERSITY OF THE SOUTH AFRICA AND IS WELL KNOWLEDGABLE IN THE FIELD OF TOURISM DEVELOPMENT AND TOURISM AWARENESS.