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Taryn is a strategist with strong communication & marketing, research, organizational development and change management experience over a range of clients. With a Master's Degree in Social Science she has extensive experience working within the corporate, government and non-profit environment working on projects in marketing, change management & small business development consulting, PR, project management, strategic and stakeholder communications.

"My career has seen me develop and implement successful projects for a range of employers and clients across the globe, most notably in Southern Africa, Middle East, Europe and the USA. I moved into managing my own consulting business relatively early in my career, enabling the development of critical business, managerial, human resource and financial management skills. "

Key projects include facilitating a five-year change management programme at the Central University of Technology, which included curriculum development, staff and organizational restructuring, providing business and HR strategy to small businesses in the cultural sector and more recently internal stakeholder engagement strategy across markets in West Africa.

Key Achievements include the set-up of the first every single brand loyalty programme for FMCG brand Royco which has garnered multiple industry Awards. Selected other clients include ABSA; Deutsche Bank; Sasol; Distell; Sa Taxi Finance; Central University of Technology; Tshwane University of Technology; UNISA; Spier Holdings; Rand Merchant Bank; Smithsonian Institute; Department of Arts and Culture (International Relations); Embassy of the Kingdom of the Netherlands, DStv Nedbank, African Bank, Unilever, Nedbank, Isowall Group and Tiger brands and Mars

"I am driven to be involved in exciting and innovative projects that bring the possibility of digital intervention to solving human problems. Of critical interest to me is how technology enables people to each other, and brands and how it facilitates collaboration and the creation of value in our day to day lives."

Education

2001- April 2004	M.Phil. Sociology Community and Development- Craft & Poverty Alleviation University of Stellenbosch, Western Cape, South Africa
1997-2000	BA Fine Art (Hons) University of Stellenbosch
1995	Matriculated with Higher Grade Distinction. Eunice Girls School, Bloemfontein, Free State
2002	Certificate: Finance for Non-Financial managers Wits Business School
2002	Certificate: Evaluation for Development: Monitoring and Evaluation EvalNet Consultancy, Johannesburg

Work Experience

June 2019 - Current Freelancing in a range of strategy disciplines across multiple brands and markets including Africa (Nigeria, Cote D'Ivoire, Ghana)	<u>Freelance Senior Strategist and Communications consultant</u> <u>Specialisation: Brand, Digital, Social, Internal & Change Coms, B2B, CRM, Communications and Marketing</u> Agencies include among others: Uncle Snitch, Digital Butter, Oliver, DDB, King James, TBWA, Digitas Liquorice; TCC; U-Studio, Clockwork. Clients including: Codebase technology, Nivea, Engen, Anglo Coal/Thungela, Netflix, Nedbank, Unilever brand and corporate, Varsity College, African
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<p>Jan 2020- Dec 2020</p> <p>13 November 2017- June 2018</p> <p>1 October 2017- 13 November 2017</p> <p>November 2015- September 2017</p> <p>April 2017-September 2017</p> <p>November 2015 – April 2017</p>	<p>Bank, Allan Gray, Engie/Fenix Africa, MTN, Standard Bank, DSTV Africa. Vukile Property Investments, MARS MultiBrand, Tiger Brands, PPC, MTN, BMW, Isowall Group, Rialheim Lifestyle Brands & Quotethiswomen+</p> <p>Lead Digital Strategist: Nedbank: For Liquorice Digitas</p> <p>Publicis Group: TCC Group: Arc WorldWide Senior Digital Strategy Lead www.arcww.co.za Arc is the leading shopper marketing agency of the Publicis group. Clients: Tetrapak Global (Middle East and Africa); Mars Multibrands; Game; Unilever; Vega School of Design; Direct Axis</p> <p>Ogilvy Senior Digital Strategist Team Management Client: Vodacom Team Red Report To: Executive Head of Online and Self Service: Vodacom</p> <p>Wunderman South Africa Worked at two of the Agency Group companies across a range of projects. During this time the group was merged into a single agency brand- Wunderman.</p> <p>Wunderman South Africa/Cerebra Lead Social & Content Strategist www.cerebra.co.za Client: Vodacom Content Factory: Team Red Report To: Executive Head of Online and Self Service: Vodacom</p> <p>Wunderman South Africa / Aqua Online Digital Strategist www.aquaonline.com Clients: Standard Bank; Nedbank; DStv; Mercedes Benz; Applogix Work Exchange NY Office: Client: United Airlines (for Wunderman New York)</p>
<p>2005 –November 2017</p> <p>Objective: <i>To support the visual art sector through activities, services and products which deliver professional development and build recognition</i></p>	<p>Art Source South Africa: Managing Director/ Project Manager & Management Consultant www.artsourcesouthafrica.co.za</p> <p>A project and management consultancy. Operating within the creative industries, development and business, Art Source offers clients strategic management consulting. We have developed a key focus on training and facilitation for individuals and organisations seeking to professionalize their businesses in this sector, with a specific focus on Entrepreneurship and Change Management.</p> <p>Our projects have run across South Africa, USA, France, Botswana, Mozambique and the broader Southern African region.</p> <p>Selected Clients: ABSA; Deutsche Bank; Sasol; Distell; Sa Taxi Finance; National Arts Council; Back2Back Marketing; Central University of Technology; Tshwane University of Technology; UNISA; Spier Holdings; Rand Merchant Bank; Rialheim; Lizamore and Assoc.; Smithsonian Institute; Triangle Arts Trust; Department of Arts and Culture (International Relations); Embassy of the Kingdom of the Netherlands, Central University of Technology</p>
<p>2005-2015</p> <p>Objective: <i>Concurrent to my Art Source</i></p>	<p>Freelance Strategist Concurrently to my roles above, I have undertaken freelance projects & long-term clients in various capacities from marketing, organizational development, business strategy and digital development</p>

<p><i>business, I continued to do key freelance projects as a way to remain engaged with the broader marketing and communications environment while building a business in a niche environment (as above)</i></p>	<p>Client: Rialheim Ceramics Strategic Marketing Consultant: Digital Marketing</p> <p>Agency Oliver: Client: KPMG Working with Agency Oliver marketing to identify B@B communication strategies across twenty two of KPMG's priority clients including Discovery, MTN, Exxaro, Imperial, Life HealthCare.</p> <p>Agency Human.Kind Client: Auto and General Digital Campaign Advisor to Agency of record, Human.Kind</p> <p>2005-2015 Client: Development Bank of Southern Africa Corporate Social Investment Policy Consultant Client: Safika Holdings PR and Publicity Management Client: the Zenex Foundation PR and content management</p>
<p>2008-2015</p>	<p><u>Host and Producer (Voluntary)</u> Radio Today 1485am & Channel 869 DStv Audio Hosted and produced three weekly shows over a five year. My work with radio today also included content development and syndication deals across the South African community radio network Chic Jozi: A weekly lifestyle show Civil Eyes: A spotlight on local governance Outspoken: A human rights and LGBTQI focused show (funded by HIVOS)</p>
<p>May 2005 – November 2005</p>	<p><u>Inaugural Marketing Manager</u> Constitution Hill</p>
<p>2003 - 2005</p>	<p><u>Project Co-ordinator, Account Executive and Media Liaison roles in various PR and Marketing agencies.</u> <u>Clients included:</u> Sasol & Sasol Wax; JCI; PetroSA; Letseng Diamond Mind; Dinokeng District Brett Kebble Art Awards,</p>

Selected Awards, Fellowships, Conferences & Publications

<p>2022</p>	<p>INMA Global Media Awards: Most Creative use of advertising formats : Honourable Mention: News24, South Africa, "Behind the Business Headlines — BrandStudio.24 and Nedbank Business Banking"</p>
<p>2018</p>	<p>Assegai Awards Gold: Mobile Marketing: Interactive (for Royco Rewards) Gold: Mobile SMS and MMS (for Royco Rewards) Leader: Integrated Multichannel Marketing Campaigns (for Royco Rewards) Leader: CRM Programmes (for Royco Rewards) Leader: Loyalty Programmes: (for Royco Rewards) Silver: Use of New Technologies (for Royco Rewards)</p> <p>Bookmark Digital Awards Finalist: Craft Award: Strategy (for Vodacom Data 101)</p> <p>New Generation Awards Finalist: Excellence in Content Marketing (for Vodacom Data 101 campaign)</p> <p>Speaker: MADEX Seminar Series CRM and Gamification</p>
<p>2016</p>	<p>Winner: Business and Art Award (BASA) SA Taxi Foundation Art Award</p>
<p>2014</p>	<p>Finalist: BASA Seminars for Professional Practice in the Visual Art</p>

2013	Fellow: the Ampersand Foundation
2010	Winner Enblis Business Launchpad Competition: Sponsor: Accenture
2005	Winner: Business and Art Award (BASA) Brett Keble Art Award
2002	Fellow: Abe Bailey Fellowship
2002	Volunteer Coordinator: World Summit on Sustainable Development Int. Council for Local Environmental Initiatives: Local Gov. Session
2001	Country Representative: Ship for World Youth Programme Japanese Dir. Gen. for Policy Planning, Co-ordination, and UN University
2001	Selected Delegate: Human Rights and Civil Society Seminar Friedreich Naumann Foundation, International Leadership Academy Germany.
2001-2010	Writer and Journalist: Regular Contributor to mainstream, arts and culture & development publications.

Lecturing, and Mentoring

Aqua Online	Managing Strategy Department Internship programme Workplace mentor Training development and facilitation for Aqua Academy
Artist Career Bootcamp	Funded by the National Arts Council of South Africa, ideated, project managed, and co-presented 'Artists Career Bootcamp' which mentors young artists in launch careers in the visual arts sector. (three years)
Market Photo Workshop 2011-2015	Lecturer: Professional Practice Advanced Programme Photo Documentary Programme
University of Johannesburg 2008 - present	Work Integrated Learning Field Supervisor Guest Lecturer in Professional Development - Jewellery Design
Assemblage Artists Studio 2015	Peer mentor: Mentorship Programme
Art Source South Africa 2009 – present	Professional Development and Professional practice in the Visual Art Sector Originated and conducts ongoing training for professionals in the art industry

Film and Television

Producer	2008 3SAI: A Rite of Passage Directed by Paul Emmanuel Trailer: https://www.youtube.com/watch?v=ZRXPmdXUPB4 Film Information http://www.paulemanuel.net/Works/currentprojects/Transitions/3sai/index.html 2011 NOMINEE : Jury Prize, Best Experimental Film 9th In-the-Palace International Short Film Festival ; Balchik, Bulgaria 2010 WINNER; Jury Prize, Best Experimental Short Film 5th Sardinia International Film Festival ; Sassari, Sardinia, Italy 2009 WINNER Jury Prize, Best Short Film 4th Africa-in-Motion Short Film Competition; Edinburgh Film Festival
Producer	2015: HOUND Directed: Sean Steinberg (Masters Degree Project funded by National Film and Video Foundation) https://www.youtube.com/watch?v=8kiv6vcmJ80
Research, and publicist	2004 All about Art Produced by Plexus Films A documentary on the Brett Keble Art Awards for SABC