

Curriculum vitae

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TYPE OF EXPERTISE: Social Marketing Specialist

- (1) **Family name:** (De Souza)
- (2) **First names:** (Daphne Margaret)
- (3) **Passport holder of:** British
- (4) **Education:**



Institution	Degree(s) or Diploma(s) obtained:
Strathclyde University, UK, 09/1993 - 07/1994	Masters Marketing
University of London, Royal Holloway and Bedford New College, UK, (09/1986 -06/1989)	Bachelor of Science Biochemistry (Hons)

(5) **Language skills:** Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
(name of language)	Mother tongue	Mother tongue	Mother tongue
English	5	5	5
Swahili	1	1	1
Nepali	0	1	0

(6) **Other training:**

Year	Course	Duration
2019	Social Media Marketing - Social Bees Media	Ongoing
2019	City & Guilds ICT Technician Level 2	5 week

(7) **Membership of professional bodies:**

- United Kingdom Chartered Institute of Marketing
- United Kingdom Incorporated Society of British Advertisers

(8) **Key qualifications:**

Master's degree (MSc) in Marketing and Chartered Marketer status with a specialisation in Social Marketing. Adviser on behaviour change public policies. Previously Head of Partnerships in Government with 20+ years experience of strategic marketing communications planning and delivery of effective behaviour change partnerships within the commercial, public and third sector. Experience of leading large and diverse teams with a well-established network of contacts in social interest communications.

In recent years have supported International Development Organisations on strategic planning; monitoring and evaluation and marketing communications. With a strong interest in Social Enterprises and their role in sustainable development.

(9) Positions:

2019 - date Project Manager, Social Bees Media Marketing Agency/Spain

Project Management for portfolio of e-commerce International clients. Ensuring cost effective social media marketing management and delivery utilising remote software and tools.

2018 - 2019 Communications Lead, Volunteer Service Overseas (VSO)/Tanzania

Marketing Communications lead, developed country office strategy based on research and insights which was implemented across the organisation locally and utilised Globally.

2017 - 2018 Communications Specialist, Volunteer Service Overseas (VSO)/Tanzania

Marketing Communications specialist support for a 3 year joint donor funded youth economic empowerment project, ensuring evaluation and synergy with wider stakeholder initiatives.

2015 - 2015 Curator King's College, Center for Innovation & Entrepreneurship Development/Nepal

Led on planning and delivery of Nepal's first International Conference on Social Entrepreneurship by identifying speakers; topics of interest; sponsors and the management; delivery and evaluation of the event.

2014 - 2017 Policy Adviser, Volunteer Service Overseas (VSO)/Nepal

Policy adviser support to Ministry of Education, Foreign Aid Coordination Unit, supporting thought leadership development for the Ministry. Also supporting the relationships and reporting to funders for the School Sector Development Plan.

2012 - 2014 Entrepreneur Adviser, UnLtd/UK

Adviser to UK's first Cooperative Council for the commissioning of public services by engaging community groups and helping to create social enterprises and community interest companies.

2000 - 2012 Policy Adviser, Cabinet Office/UK

Led a team of 14, with annual budget management in excess of £11m on public sector behaviour change policy delivery. Advised Ministers and Whitehall senior civil servants on partnerships with private, public and civil sector. Represented central government communications unit at industry speaker platforms.

1999 - 1999 Programme Manager, Business in the Community/UK

Project managed a UK wide Corporates and local businesses initiative to tackle drugs awareness. Secretariat support for a steering group that comprised C.E.O.s of major UK Corporates.

2014 - 2017 Marketing Manager, Health Education Authority/UK

Marketing Manger on Public Health campaigns. Negotiated and secured high profile corporate multimedia partnerships for award winning national policies including Drugs, Sexual Health, Smoking, Immunisation, Nutrition campaigns. Published articles and spoke at the World Health Organisation Public Health Conferences.

(10) Country working experience:

Nepal, Tanzania, United Kingdom.

CV of Daphne De Souza

(11) Professional experience (selected):

Date from - to	Location	Company & reference person	Position	Description
Aug 2019 to date	Spain	Social Bees Media Marketing Agency Jenny Frances <jenny@socialbeesmedia.com>	Project Manager	Supporting founder to project manage social media marketing for e-commerce International clients portfolio; such pet foods; jewellery, medical practitioners. Liasing with client and project team and directly working on Canva; Onlipult; Dlvrit; Wordpress; Instagram, Facebook ads and Messenger bots etc .
July 2018 – April 2019	Tanzania	Volunteer Service Overseas (VSO) Tanzania Innocent Augustino <innocent.augustino@vsoint.org>	Communications Lead	Developed a marketing communications strategy for the organisation; supporting its implementation; including stakeholder engagement; social media channel use positioning protocols; publishing templates and evaluation methodologies. Ensuring CEO and global lead buy in and employee support to deliver the project on time and budget
July 2017 - April 2018	Tanzania	Volunteer Service Overseas (VSO) Tanzania Haidari Mfinga <Haidari.Mfinanga@vsoint.org>	Communications Specialist	Supported the YEE project to increase access to employment opportunities and promote economic empowerment for vulnerable Tanzanian youth by creating success case stories; project donors and partners on advocacy and sustainability plans and creating synergies with VSO Regional and Global leads
Sep 2015 - Dec 2015	Nepal	King's College, Center for Innovation & Entrepreneurship Development Nanda Kishor Mandal <nanda@kingscollege.edu.np>	Curator	Led on planning and delivery of Nepal's 1st International Conference on Social Entrepreneurship by identifying speakers; topics of interest; sponsors and the management and delivery and evaluation of the event.
Feb 2014 – Feb 2017	Nepal	VSO Nepal - Government, Ministry of Education Dr Hari Lamsal, Joint Secretary at Ministry of Education hlamsal@gmail.com	Policy Adviser Volunteer	Supported the delivery of the country's seven year Education Plan, via a basket approach funding with development partners, NGOs, INGOs and Civil Society, providing thought leadership on Technical Vocational Education and Training; Indicator development; Management Information Systems and also worked on earthquake relief efforts.
Sep 2012 – Feb 2014	UK	UnLtd Ms. Rebecca Jiggins Grants Programme Manager rebeccalj@unltd.org.uk	'Star People Do It' Social Entrepreneur	Supported Lambeth (1st UK Cooperative Council) Head of Active Communities Unit to engage communities in commissioning and social enterprise formations. Trustee support delivering management board strategic planning workshops for numerous small charities.
Feb 2000 - Sep 2012	UK	Central Office of Communications, Cabinet Office Martin Humphreys <martin@camel.demon.co.uk>	Head of Partnerships	Lead a team of 14, with annual budget management in excess of £11m. Provided Cabinet Office and Whitehall department senior policy and publicity departments such health, education, crime, etc. with propriety advice on partnering with the private sector. COI media spokesperson and presented at various industry conferences

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Date from - to	Location	Company & reference person	Position	Description
Jan 1999 – June 1999	UK	Business in the Community (Secondment from Health Education Authority) Tim Jennings <Tim.jennings@ipsos.com>	Programme Manager	Project managed ' <i>Drugs – The Business Agenda</i> '. Coordinated a National campaign with regional Drugs Action Team; Corporates and Local Businesses. Secretariat support for a steering group that comprised C.E.O.s of major UK Corporates. Developed and implemented a successful a national 'cause-related marketing' initiative.
January 1996 – January 2000	UK	Health Education Authority Tim Jennings <Tim.jennings@ipsos.com>	Marketing Manager	Negotiated and secured high profile corporate multimedia partnerships for award winning national policies including Drugs, Sexual Health, Smoking, Immunisation, Nutrition campaigns. Published articles and spoke at the WHO Public Health Conferences.