

ANTHROPOS
Brand Strategy
building brands from the inside out

Magda Dickens

BRAND & COMMUNICATION ACTIVIST

Making the moving parts work.

I support the work of building brands from the inside out by keeping the systems, information and practical details running smoothly. With over 20 years' experience in administration, financial processes, technology and content support, I bring structure, reliability and continuity to the work behind the strategy.

PRACTICAL SUPPORT FOR MEANINGFUL IMPACT

KEEP THINGS MOVING
Organised systems and dependable follow-through.

FINANCIAL DISCIPLINE
Budgets, forecasting, invoicing & debtors/creditors management

CONNECTED SUPPORT
Client databases, liaison, research & communication support

TECHNOLOGY THAT WORKS
IT function support, backups and efficient office systems

BRAND AND COMMUNICATION
Supporting strategies with content, research and implementation

PEOPLE AND LOGISTICS
Travel and coordination that keep projects on track

A CAREER BUILT AROUND MAKING THINGS WORK

From office management to brand and communication support, my career has given me a unique blend of operational, financial and people skills.

SUPPORT THE STRATEGY
Help translate big ideas into practical action

ENABLE ACCESSIBILITY
Make Anthropos and The Navigator easy to find, understand and use.

HELP THE BUSINESS GROW
Create the systems, structure and support that allow our work to reach further.

> "I bring value in the space between strategy and execution: taking complexity, organising it, connecting the pieces and making the result easier to navigate"

TOOLS

- Office 365 (Word, PowerPoint, Excel, Outlook)
- QuickBooks
- Zoom / MS Teams
- Financial reporting
- Attention to detail
- Disciplined and organised

CURRENT FOCUS

- Anthropos Digital Platform · The Navigator

LANGUAGES

Afrikaans - Full Professional
English - Full Professional
Dutch - Elementary

EDUCATION & DEVELOPMENT

BTech, Office Management & Technology
Cape Península University of Technology
(1998 – 2001)

Basics of Financial Management
University of Cape Town (2013)

Presentation Design
Pluralsight (2015)

BASED IN

Western Cape, South Africa

PROFESSIONAL EXPERIENCE

Anthropos Brand Strategy | 2021 – Present
Brand & Communications Assistant

TowerStone Leadership Centre | 2012 – 2020
Brand & Communications Assistant

Switch Branding and Design | 2008 – 2011
Office Manager

Clients get a professional, organised and supportive experience. Ideas are turned into accessible tools and resources, while the strategy is able to travel further, reaching more people and creating greater impact!

LET'S BUILD BRANDS THAT MAKE A DIFFERENCE

WWW.ANTHROPOS.CO.ZA

BOOK THE FIRST CONVERSATION