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## AME LAZARIDIS

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### INTRODUCTION

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As a Master's graduate with a multifaceted professional background encompassing research, business development, and innovative impact work, I've always been driven by a profound desire to make a difference. With a decade of experience, I've had the privilege of collaborating with diverse multicultural teams across public and private sectors. Presently, I'm engaged in utilizing my expertise to champion biodiversity conservation, through fundraising efforts aimed at benefiting people and wildlife.

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### WORK EXPERIENCE

#### *LGT Impact Fellowship (LGT Venture Philanthropy)* **FUNDRAISING & MARKETING FELLOW**

**AFRICAN PARKS, SOUTH AFRICA**

2023.07.18 – DATE

**Reference: Helge Mahne (Global Fundraising Director)**

My responsibilities entail conducting research and formulating strategic recommendations for online fundraising initiatives and alternative fundraising channels throughout my fellowship tenure. This encompasses thorough analysis and strategy development for online fundraising, exploration and proposal drafting for aggregator platforms, implementation of system integrations, comprehensive monitoring and evaluation of campaign performances, provision of strategic support for events, and preparation of technical documentation.

#### **CORPORATE ALLIANCE MANAGER**

**MAKE-A-WISH INTERNATIONAL, NETHERLANDS**

2022.10.01 – 2023.03.31

**Reference: Elise Murray (Director, Strategic Partnerships)**

- Driving new corporate business leads through CSR alignment, due diligence research, and design of bespoke presentations
- Corporate Partnership Strategy throughout EMEA, APAC, and LatAm regions
- Campaign, event, and activations mapping of new and existing partners
- Engaging marketing and other internal departments to align strategy and communication
- Corporate partner fundraising and stewardship planning and execution
- Account management (grant proposals, funding distribution, and financial reporting)
- Creation of existing partners, and third-party engagement strategies

## SKILLS

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- International business relations and development specialist
- Key account management for Strategic partnerships
- Fundraising and Grant proposal/ management
- Project management and operations
- Business strategy & process implementation
- Feasibility research in various business areas
- Technical document research and drafting
- Monitoring, evaluation, and progress reporting
- System implementation and management
- Marketing campaign implementation, monitoring, and review

## PROFESSIONAL ACHIEVEMENTS

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- Successful implementation of Disney x Make-A-Wish 2022 match funding festive campaign, raising over 1 million euros in revenue.
- Horizon 2021 grant funding proposal and management of South African SME together with 10 European stakeholders.
- 100% online sales growth year on year (2018-2020) while managing

- Review of legal documentation and agreements with partners
- Impact reporting (per campaign and quarterly)
- Set up and creation of process and learning tools for colleagues and regional affiliates (through existing CRM systems and new platforms)

**INTERNATIONAL TRADE & INVESTMENT ADVISOR ACCIO; CATALONIA TRADE AND INVESTMENT, GOVERNMENT OF CATALONIA, SOUTH AFRICA**  
2020.02.01 – 31.09.2022

**Reference: Saul Marin Pretel (Director)**

- Compilation of Innovation workflow focus areas
- Strategy to match make private sector partners with possible donor funders (Horizon 2020/ 2021 projects, SE4ALL, etc)
- Project management for trade, innovation, and other project-based opportunities
- Administering Monitoring and Evaluation tools for project updates and conclusive feedback management
- Identify and match make public and private sector partners across industries but with specific reference to energy, water, manufacturing, and food
- High-level sector-specific reports on key investment areas, opportunities, and hurdles within Southern Africa including entry points and available public sector assistance
- Organize and prepare for private and public sector engagement sessions, including communications and initial contact with counterparts
- Startup Hub activity management and proposals and collaboration and match-making with international hubs
- Facilitation of grassroots project development
- Project-specific skills development and integration

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Ardmore's online platforms (digital marketing, website, and digital partnership management)

- Implementation of sustainable policy reform for various African electricity providers to include Renewable Energy Auctions.
- Acquisition and key account management of large accounts for a law firm, including Scoin and Bidvest.

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### SUMMARY

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I am an enthusiastic and strategic international business development specialist. I regard integrity, flexibility, diligence, and hard work as my attributes. I use initiative to improve any task I undertake. I am capable of exerting influence within the framework of the operation while also applying multidisciplinary thought in value accretion to any corporate environment, whether part of a team or independently.

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### PERSONAL DETAILS

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Address: 42 1<sup>st</sup> Road, Hyde Park  
Johannesburg, 2196

ID number: 9005181168089

Date of Birth: 1990 - 05 - 18

Nationality: South African

- Supply chain assistance and support
- Innovation challenge facilitation and set-up

### *BUSINESS / MARKETING MANAGER*

#### **ARDMORE, SOUTH AFRICA**

2018.01.11 – 2020.01.31

#### **Reference: Jonathan Berning (CEO)**

- Business Strategy and implementation (CSR alignment with various local projects and charities)
- Digital Marketing Strategy and implementation
- Client acquisition custodian (database optimization)
- Project management (business growth, sales, marketing, brand awareness, communication)
- Website optimization (e-commerce conversion)
- Budget planning and monitoring
- Events coordination and management (large exhibition management and activations)
- Lead Communication and Public Relations Officer
- Merchandising
- Staff training and manual compilations
- Brand Management
- International Business Relations

### *LEGAL & RESEARCH ANALYST*

#### **USAID | POWER AFRICA TRANSACTIONS AND REFORM PROGRAM, SOUTH AFRICA**

2015.08.01 – 2017.12.13

#### **Reference: Llyr Rowlands (Chief of Party)**

- Project management, project preparation, and feasibility studies
- Environmental Impact Assessments
- Advancing Women in Power Africa and Gender policy integration across Africa

Languages: English (fluent),  
Afrikaans (fluent), Spanish  
(basic)

Driver's license: Code B

## EDUCATIONAL & PROFESSIONAL ASSOCIATIONS

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**ADMITTED ATTORNEY OF THE  
HIGH COURT OF SOUTH AFRICA**  
2015

**LLM LAW, MULTIDISCIPLINARY  
HUMAN RIGHTS**  
2014 - 2015  
UNIVERSITY OF PRETORIA

**LLB LAW**  
2009 - 2012  
UNIVERSITY OF PRETORIA

- Technical support and research, including drafting of technical documents (RFQs and RFPs, etc.); conducting analysis and evaluation of topics
- Sub-Saharan Policy review and suggestions to overcome hurdles that might hinder Private investment in Sub-Saharan Africa
- Quality assessment of possible projects in Africa, including due diligence management
- Assist in matchmaking of Private Investors and Equity / Debt partners and creating a country-specific landscape with possible entry points
- Advancing the Women in Africa Power group through seminars and networking events (gala dinners, corporate working groups, etc.)
- Organizing and hosting capacity-building support initiatives across Africa.
- Technical assistance to interim management teams across Africa. .

### ***ATTORNEY (ADMITTED ATTORNEY OF THE HIGH COURT SOUTH AFRICA)***

**VAN DER MERWE & ASSOCIATES**

2014.06.01 – 2015.07.31

#### **Reference: Ilanie Loots (Partner)**

- Consulting and advising clients on various civil matters, inclusive of specialized Commercial Law, Environmental Law, and Class Actions.
- Drafting of various contracts, letters, pleadings, affidavits, and applications in the Magistrates' Court as well as the High Court of South Africa.
- Compliance management (National Credit Act, FAIS, NEMA, etc.)
- Briefing of counsel, drafting, and procedure.
- Research of legal issues and potential legal risk factors.