

Deborah Kalobo

Dynamic and results-driven Marketing Strategist and Event Specialist with over 8 years of experience in lecturing, strategic brand communication, and full-spectrum event management. Adept at leading event operations from concept to execution, with a strong track record in increasing attendance, optimizing budgets, and elevating guest experiences. Proven success in managing large-scale corporate, academic, and community events—including TEDx, Varsity Cup, Dreamweek, and career festivals—across diverse venues. Highly skilled in vendor coordination, client relations, and creative marketing campaigns. Fluent in English, French, Afrikaans, and Sesotho, and based in the Western Cape with valid driver's license and own transport.

Contact

Address
Cape Town, South Africa
7560

Phone
0650559767

E-mail
debkalobo@gmail.com

Work History

Event Planner & Marketing Consultant

Évènementment by DK | Bloemfontein & Cape Town | Jan 2022 – Present

- Delivered bespoke events including baby showers, corporate dinners and corporate team planning
- Increased repeat client bookings by 20% through tailored experiences and professional service.
- Implemented cost-saving measures that reduced operational spend by 15%.
- Led cross-functional teams, including vendors, decorators, and support staff, ensuring seamless event flow.

TEDx Event Organiser

TEDxSaltRiver | 2026 (Upcoming)

- Currently leading the planning and creative direction for TEDxSaltRiver 2026, set to spotlight visionary thinkers and local changemakers.
- Overseeing speaker curation, brand storytelling, stage production, and partnership development.
- Driving strategic marketing initiatives to position the event as a platform for thought leadership and community transformation.

Event & Student Leadership Roles

CUT & CRC Church | 2017 – 2021

- Varsity Cup Student Events Team: Managed campus activations and crowd engagement.
- Career Day & Arts Festival (CUT): Oversaw venue readiness, programme flow, and stakeholder briefing.
- Dreamweek & She Conference (CRC): Part of the core production team ensuring logistics, aesthetics, and coordination excellence.
- Team Building Facilitator: Designed and executed corporate-style activities for student leadership retreats.

Marketing Lecturer

Red & Yellow Creative School of Business | Cape Town | Jan 2024 – Nov 2024

- Led modules on brand strategy and campaign execution with emphasis on real-world application.
- Supervised practical student-led projects simulating event launches and marketing rollouts.

Websites, Portfolios, Profiles

- [linkedin.com/in/deborahkalo-bo-a479a5a9](https://www.linkedin.com/in/deborahkalo-bo-a479a5a9)

Core Competencies

- Event Planning & Coordination
- Venue Operations & Management
- Wedding & Special Event Execution
- Vendor & Stakeholder Liaison
- Client Relationship Management
- Budgeting & Financial Tracking
- Timeline & Floor Plan Development
- Bilingual Communication (Eng/Fre/Afr/Sesotho)
- Social Media & Email Marketing
- Public Speaking & Team Leadership

Languages

English
French
Afrikaans
Sesotho

Education

- **Master of Commerce: Tourism Management** (Graduating 2025) North-West University, Potchefstroom
- **Post Graduate Certificate: Tourism & Economic Management Sciences** (2020) Central University of Technology, Free State
- **BTech: Tourism Management** (2019) Central University of Technology, Free State
- **National Diploma in Tourism Management** (2018) Central University of Technology, Free State
- **Certificate AAT: Accounting** (2015) Central University of Technology, Free State

Affiliations

- DELF B1 – French Proficiency
- South African Tourism Specialist
- POPI Act Compliance Training
- Golden Key International Honour Society
- Loeries Festival & WTM Africa Participant
- Nedbank IMC Conference Attendee
- TEDx

Reference

1. Nike Jonah

Executive Director, Pan African Creative Exchange (PACE)
Visiting Research Fellow, The Royal Central School of Speech and Drama
Trustee, European Cultural Foundation, Birmingham Contemporary Music Group, Royal Africa Society, The Bush Theatre
Email: njonah@mac.com
Phone: +44 7855 485449

2. Dr. Ricardo Peach

Executive Director, Australian Festival of Chamber Music
Former Director, Vrystaat Kunstefees/Arts Festival/Tsa-Botjhaba
Email: mail@ricardopeach.com

6. Mrs Bianca de Klerk

Head of Department
Central University of Technology, Free State
Email: meyerb@cut.ac.za
Tel: +27 51 507 4039 | Cel: +27 84 446 3233

4. **Clint Pietersen**

Lecturer Red & Yellow Creative School of
Business Email: cdpietersen@gmail.com
Phone: **+27 79 573 2673**

5. **Mr. Willie Henning**

Department of Communication Sciences
Central University of Technology, Free State
Email: whenning@cut.ac.za
Phone: **+27 51 507 3358**

6. **Mrs Mathabo Moletsane**

Programme Co-ordinator
Rosebank College, Bloemfontein
Email: mmoletsane@rosebankcollege.co.za
Phone: **+27 72 208 2468**