

# CV: Gontse Mathabathe

Designer | Collection Management Specialist | Marketing Strategist

## Summary

### Contact

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Highveld, Centurion  
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### Education

MA: History of Art (2020)

**University of the Witwatersrand**  
Johannesburg, South Africa

Digital Marketing Certificate (2018)

**University of Cape Town**  
Cape Town, South Africa

BA: Fine Arts (2016)

**University of the Witwatersrand**  
Johannesburg, South Africa

Matric Certificate (2010)

**The National School of the Arts**  
Johannesburg, South Africa

### Key skills

Academic research & writing  
Art education  
Collection management  
Chairing, MCing & public speaking  
Copy writing & editing  
Curating  
Digital Marketing  
Docent & touring  
Fashion design  
Library Management  
SEO & CMS  
Social media marketing  
Strategic planning

Gontse Mathabathe has over 11-years of work experience in the creative arts with a focus on collection management, curating, design, marketing & PR relations and research. Mathabathe has extensive experience in marketing and communications through her tenures at The National Arts Council of South Africa (Johannesburg); Zeitz Museum of Contemporary Art Africa (Cape Town); Wits Art Museum (Johannesburg); University of the Witwatersrand (Johannesburg) and; Assemblage (Johannesburg). As an art historian, Mathabathe's research has delved into the histories and development of Afrocentric fashion and textiles. As a curator, she has curated multiple group shows, including but not limited to, the *AfriSam Photographic exhibition* (Zeitz MOCAA, 2018); *All thing being equal...* (Zeitz MOCAA, 2017) and; *Shift* (Assemblage, 2016). Mathabathe currently works at Open Window, a private higher-learning institution for the arts & sciences as the Head of Collections and Research Management.

### Work Experience

2022 – current

Head of Collections and Research Management • **Open Window** • Collection management & development of OW's Library Collection; strategic positioning of library's digital development; supervision of honours-level research outputs; establishment & management of OW's research wing and peer-reviewed journal.

2020 – 2022

Marketing and Communications Assistant • **National Arts Council** • Coordination & implementation of NAC's communications & PR strategies; administrative support; production of innovative communication collateral; drafting of content (newsletters, press releases, internal and external communications); continuous updating & monitoring of databases with key stakeholders; ongoing stakeholder relationship management with media and key stakeholders in the arts.

2017 - 2020

AfriSam Curator of Digital Platforms • **Zeitz Museum of Contemporary Art Africa** • Writing, research & launch of the Zeitz MOCCA's inaugural audio guide; conceptualisation & implementation of the museum's marketing strategies & digital marketing campaigns; design & development of in-house visual collateral for exhibitions, events & programming.

2016 - 2017

Marketing Coordinator • **Wits Art Museum** • Strategic planning; conceptualisation & implementation of marketing campaigns on social media, website, newsletter; management of digital platforms; photography & documentation and; archiving of exhibitions & the WAM collection.

## Languages

**English:** fluent speak, reading & writing;  
**Afrikaans:** partial speak, reading & writing;  
**Sepedi:** fluent speaking,  
partial reading & writing;  
**Setswana:** fluent speaking,  
partial reading & writing;  
**isiZulu:** partial speak, reading & writing.

## Computer skills

Amlib Library Management System;  
Microsoft Excel, OneDrive, Outlook  
PowerPoint, SharePoint; Teams and Word;  
Adobe Acrobat, Audition, Encoder,  
InDesign, Illustrator, Photoshop and  
Premiere; EBSCO Discovery Services;  
Dropbox; Folio Library Management  
System; Google Drive, Maps, Gmail, and  
Google Calendar; YouTube; Prezi; Vimeo;  
WordPress; Rocketseed; Mail Chimp;  
Wunderlist; WeTransfer; Zoom.

## References

Thola Phetla  
**National Arts Council**  
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Ellen Kondowe,  
**Zeitz MOCAA**  
T: +41 7 8636 8166  
E: [ellenchapinduka@icloud.com](mailto:ellenchapinduka@icloud.com)

Julia Charlton  
**Wits Art Museum**  
T: +27 (0)72 170 7099  
E: [Julia.charlton@wits.ac.za](mailto:Julia.charlton@wits.ac.za)

Louise van der Bijl  
**Assemblage**  
T: +31 6 1933 3141  
E: [louweeza@gmail.com](mailto:louweeza@gmail.com)

## Publications

\*From the Heart: Personal Perspectives on the WAM Collection (Wits art Museum).

\*Overtime: Representations, values and imagined futures on classical African Art' (Wits Art Museum).

2015 – 2016

Intern • **Assemblage** • Day-to-day administration; management & execution of marketing & digital platforms (newsletter, social media, mailing list); assisting with the coordination & management of exhibitions, events, workshops and programming and; assisting with Art Fair booths.

2016

Tutor • **University of the Witwatersrand** • Lesson plan & curriculum execution; tutoring of second-year History of Art students and; student support.

2016

Assistant Volunteer • **Visual Art Network of South Africa at JHB Art Fair** • Assisting with visitor shuttle services & visitor relations; information coordination and; dissemination at JHB Art Fair.

2014 - 2015

Assistant Gauteng Regional Manager • **Azzura** • Scouting & acquiring of designers (fashion and fine arts) across the Gauteng region; signing and client management; photography and; documentation of events & programming.

2014

Student Assistant • **Wits Art Museum** • Storeroom & collection organising; data-base updating; photography and; documentation of beadwork collection.

2014 – 2016

Student Assistant (WAMBassador) • **Wits Art Museum** • Visitor relations; assisting with in-house exhibitions, programming & events; assisting with educational programming and; leading school groups & adults as a docent/tour guide.

2012 – present

Co-founder & head of Marketing & PR • **Mma Hogany Clothing** • Brand conceptualisation; management of branding & digital platforms (newsletter, social media & website); drafting and management of CI and; collection design.

2011- 2012

Administrator • **Terry Em-Jay Properties** • Office administration, filling and personal assistance.

## Curated exhibitions

(List not exhaustive)

- *AfriSam ConCreativity* at Zeitz MOCAA (2018).
- *All things being equal...* at Zeitz MOCAA (2017).
- *Situation* at The Point of Order (2016).
- *Shift* at Assemblage (2016).
- *I am mine* at SOMA Art Gallery (2015).
- *Open Studio* at Assemblage (2016).
- *Even younger than...* at 54 Pim (2015).

## Managed websites & social media platforms

*(List not exhaustive)*

- BKJM Attorneys:  
<https://www.bkjmattoorneys.co.za/>
- National Arts Council of South Africa:  
<https://nac.org.za>  
<https://facebook.com.nacsouthafrica>
- Zeitz Museum of Contemporary Art Africa:  
<https://zeitzmocaa.museum/>  
<https://instagram.com/zeitzmocaa>
- Wits Art Museum:  
<https://wits.ac.za/wam/>

## Leadership & Associations

- Aquisition Committee Member, Art Bank of South Africa.
- Senate Member, Open Window University (2023 - current)
- Research Affiliate, VIAD - University of Johannesburg (2022).
- Artist Lab Selection Committee, Latitudes (2021).
- Advisory Board Member, Assemblage (2016 - 2019).
- Secretary General, Student Council - University of the Witwatersrand (2015 - 2016).
- Head of Fundraising, NewWork15 - University of the Witwatersrand (2015).