

Shireen Africa



Career Objectives

I am seeking a challenging role in Packaging Technology, Administration, or Planning where I can leverage my 23 years of diverse experience to drive growth and learning. With a background spanning from security to packaging technology, I am eager to expand my knowledge and expertise. My objective is to optimize processes, streamline operations, and foster a culture of efficiency and innovation, enabling the company to work smarter, not harder.

Personal Statement, Motivation and brief background

As a qualified Packaging Technologist and member of the technical team, my career journey has been marked by determination and perseverance. Starting at 19, I balanced single motherhood with my career, completing my matric certification 10 years later while juggling marriage, motherhood, and professional growth. My diverse experience spans various roles, including security officer, control room officer, factory worker, lab assistant, data capture, and administrator. Each step has equipped me with valuable skills, particularly in Microsoft Office and packaging development. My passion for packaging led me to pursue a diploma in 2017, followed by a promotion to Packaging Development Technologist in 2018. With a strong belief that knowledge is power, I embrace challenges with a positive and ambitious attitude, always striving to excel in tasks assigned to me. My story is a testament to my character, demonstrating that with hard work and dedication, nothing is impossible.

Professional Work History

Company	Date	Position
Court Security	2001 - 2003	Security Officer, Data Capturer and Control room officer.
Stopak	2003 - 2006	General Worker, Data Capture and Lab assistant.
Department of Health	2006 - 2009	Data capture and Administration Clerk.
Indigo Brands	2011 – 2025	Administrator, Data Capturer, Consumer care officer & Packaging Development Technologist.

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Personal Details

DOB: 18 August 1981
Nationality: South African
Languages: English & Afrikaans
Drivers Licence: Code 08

Academic Qualifications

- Packaging Technology Diploma
- Matric Diploma

Specialist Skills

- Exceptional planning and organizational abilities, with the capacity to manage multiple projects simultaneously.
- Strong project management skills, with a proven track record of delivering projects on time and within budget.
- Innovative problem-solving skills, with a focus on finding creative solutions.
- Exceptional planning and organizational abilities, with the capacity to manage multiple projects simultaneously.
- Proficient in Microsoft Office Suite (Word, Excel, Outlook, PowerPoint).
- Unwavering commitment to quality and delivery, with a customer-centric approach.

Career Summary

Indigo Brands

Indigo Brands, a leader in development, manufacturing, distribution and marketing of cosmetics, fragrances and personal care for South African consumers. Based in Cape Town, is a subsidiary of AVI limited (AVI). Indigo Brands, formerly known as Yardley of London (Africa) (Pty) Ltd, has been manufacturing and distributing Yardley cosmetic products in Southern Africa since 1955.

Packaging Development Technologist, Administrator, Data Capturer and Consumer Care officer.

May 2011 – June 2025

Key Performance Areas

Packaging Development Technologist, Administrator, Consumer Care Officer & Data Capturer

- Collaborated with cross-functional teams (NPD, Planners, and Category Buyers) to develop and deliver packaging solutions that met brand requirements and ensured consistency.
- Managed multiple packaging projects concurrently, prioritizing tasks and deadlines to drive efficient results.
- Manage packaging development Purchase Orders (PO's), driving efficient procurement and ensure timely and accurate PO processing, including MIGO's.
- Maintained industry expertise through trade publications, trade shows, and supplier networks, staying informed on packaging trends, technologies, and competitor insights.
- Troubleshoot and resolve packaging issues, ensuring timely and effective solutions.
- Ensure compliance with company policies, consumer laws, and environmental regulations.
- Provide design and development support for packaging initiatives across product categories.
- Equipment Calibration Specialist: Managed calibration of packaging department equipment, evaluated supplier quotes, and selected optimal vendors to drive cost savings.
- Managed Standard Operating Procedures (SOPs) and data management, ensuring compliance with regulatory standards and accurate capture of specifications in SAP.
- Collaborate with teams (NPD, Planners, and Category Buyers) to implement new technologies and methods for packaging projects.
- Managed procurement processes, ensuring timely payment of development costs through efficient purchase order management.
- Explore innovative packaging solutions to drive cost savings and enhance brand differentiation.
- Provided administrative support to the Packaging department, ensuring smooth office operations through clerical tasks and projects.
- Ensure strict compliance with company policies, consumer laws, packaging and labelling regulations, waste management, and environmental legislation, maintaining the highest standards of regulatory adherence in packaging and operations.

Managed supplier ecosystem by:

- Maintaining an up-to-date database of approved packaging suppliers, conducting audits, and ensuring compliance.
- Sourcing alternative suppliers to optimize costs, lead times, and quality.
- Fostering strong supplier relationships, overseeing artwork creation, and streamlining production processes to drive efficient packaging solutions that met technical and commercial requirements.

Ensured high-quality packaging materials by:

- Conducting rigorous reviews and approvals of packaging proofs, printing, and production.
- Maintaining superior quality standards through thorough evaluation of print proofs, production, and technical testing.

Effective Communication:

- Provided regular updates to stakeholders on packaging development progress and technical feasibility.
- Corresponded with internal and external parties to address queries and concerns.
- Responded to customer inquiries about company products.

Reason for Leaving

Retrenched

Reference

Nathan Bradley – 0215078152 / 083 795 7303

Department of Health The Department of Health is the executive department of the national government that is assigned to oversee healthcare in South Africa.	
Administration Clerk & Data Capturer	Apr 2006 – June 2009
Reason for Leaving Contract ended	
Stopak (ALC) Provides environmentally sustainable, high quality product solutions specifically to assist those looking to protect or safely move goods in transit via land or sea.	
General worker and Lab Assistant	Feb 2003 – March 2006
Reason for Leaving Retrenched	

Courses Attended	
<ul style="list-style-type: none"> Packaging Technology Diploma Assessor Workshop Certificate Internal & External Auditing Certificate ITSS Awareness Certificate 	<ul style="list-style-type: none"> Problem Solving Certificate Fraud Prevention Certificate Introduction to Aerosol Technology Certificate

Computer Software	
<ul style="list-style-type: none"> SAP – Advanced Microsoft Office – Advanced E-mailing 	<ul style="list-style-type: none"> Internet Google WebCenter

Competencies	
<ul style="list-style-type: none"> Data Analysis and Insight Generation. Results- Driven Delivery and Customer Satisfaction. Decision- Making and Proactive Leadership. Strong project management and communication skills. Ability to work collaboratively with cross-functional teams. Ability to stay up-to-date with industry trends and advancements. Deciding and initiating action to achieve results. Delivering high-quality outcomes that meet customer expectations. 	<ul style="list-style-type: none"> Strategic Planning and Organization. Creative Problem-Solving and Innovation. Knowledge of packaging development, quality standards, and regulatory compliance. Experience with supplier management and procurement. Driving innovation and creativity. Planning and organizing projects to meet objectives. Analysing data to inform decision-making and optimize performance.

Skills	
<ul style="list-style-type: none"> Strong planning and organizational skills, with ability to manage multiple projects simultaneously. Proficiency in Microsoft Office Suite (Word, Excel, Outlook, PowerPoint). Proven project management abilities. 	<ul style="list-style-type: none"> Proven project management abilities. Excellent communication and influencing skills, both verbal and written. Strong focus on quality and delivery, ensuring timely and effective results.