



# BONNIE CROFFORD

## DIGITAL TRANSFORMATION STRATEGIST

## DIGITAL ASSET DESIGN

## WRITER



SOCIAL



PROFESSIONAL



WRITING

### PROFESSIONAL SKILLS

Startup Advisor  
Marketing & Brand Strategy  
Business Strategy  
Speaker / Facilitator / Mentor

B2B, B2C Writer  
Skilled Communicator  
Networking & LinkedIn Expertise  
Research & Analysis to Action

Content design & implement  
CMS  
SEO (Search Engine Optimisation)  
Wordpress  
Social Impact Policy Design  
Business Model Design

### PRESS

'20 Women to Watch in  
Blockchain & Crypto

Blockleaders.io - Feature  
of Leaders in Blockchain

TV Interview:

Ekse:

#Pi moral

economic  
ecosystem

### PERSONAL SKILLS

Autodidact  
Empath  
Solutionist  
Pedantic and professional  
Deadline driven  
Self manage  
Tenacious  
Entrepreneurial Mindset  
Collaborative thinker  
Design Creative - logical application

### FIND ME

### MY PORTFOLIO



**FOUNDER:**  
**WHAT I THINK**  
**WRITING**  
**PHOTOGRAPHY**



SOCIAL



PROFESSIONAL

WRITING

Nomadic: currently Cape Town, SA  
+27 79 5899 165  
predictiveideology@gmail.com

### SUMMARY

#### Global experience: remote & living abroad

My words have power. As a writer for both clients and as a thought leader in various sectors, I change attitudes, activate action and profits for my clients. A 360 degree perspective supported by the perpetual acquisition of knowledge in all sectors ***With the ability to framework the founders vision to engineer a viable business model, processes or a detailed digital strategy, I thrive in the startup arena.*** Building teams or working alone, I'm deadline driven, pedantic and passionate about creating viable solutions that drive profits.

Digital Transformation asset design,  
Strategic Transformation Journey design and execution thereof  
are my forte.

A top tier professional network on LinkedIn. Through extensive, professional conversations within elite circles across sectors, I've gained global recognition in enviable, pioneering arenas as a **'Shadow Networker'**

***An autodidact with a penchant for technology, a conscious human on a purposeful path of positive impact.***

Dedicated to continuous personal & professional improvement, I'm a pioneer in the art of working remotely (since the beginning of time - 2002).  
Change is a daily routine.

Collaboration & cohesive team culture of dedicated learning, growing and sharing to achieve our collective goals, is an ideal professional environment.

### CAREER

 Predictive Ideology

#### DIGITAL TRANSFORMATION, BUSINESS STARTUP ADVISOR, WRITER

#### 2016 - 2023 - REMOTE, NOMADIC

#### DIGITAL TRANSFORMATION STRATEGIES, DIGITAL ASSET DESIGN & IMPLEMENTATION

Digital asset design, branding, marketing, training, SMM, strategic marketing, business modeling, SEO  
Industries: Travel & Tourism, Hospitality, Construction, SaaS, Technology, Services, B2B, Agri-tech, Product. Supply Chain. Cryptocurrency. Blockchain. DeFi. Ecommerce

#### ADVISOR : STARTUPS

Global startups in advanced technology e.g. Blockchain & Crypto.  
Social Impact Policy design to processes & business models  
Technical to Human, B2B Articles : ghost and owned  
Marketing strategy & branding consultation & execution  
White Paper & Article Writing  
Business Model & Process Design  
Pitch Deck Design

#### SPEAKER, FACILITATOR

##### Presentations:

Blockchain & Crypto - Social Impact capabilities & opportunities of decentralised technology

##### Workshops:

LinkedIn - Professional Personal Branding: Facilitator & trainer

KOM DIGITAL ARTISTRY / SEO WEBGROOM

#### 2008 - 2016

#### FREELANCE : SEO, WEB DESIGN,, SOCIAL MEDIA MARKETING & TRAINING

Web Design Joomla / Wordpress, SEO - skills acquired in UK  
Social Media Marketing training for all clients & staff  
Successfully grew market share, online presence and visual appeal of all clients within various industries. Some relationships extended past 3 years.  
Travel & Tourism, Destination Venues, Hospitality, Construction, Adventure Travel, Business, SaaS, Security, Events, E-Commerce, Beauty, Healing

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### CAREER

#### MARKETING & COMMUNICATIONS CONSULTANT

INDEPENDENT, BUSINESS OWNER, INNOVATOR

**2003 - 2005**

#### FRANCHISEE : THE BEST OF BUSINESS DIRECTORY

1st online business directory in UK. Acquired unique knowledge and skills via in-house training: Website design, search engine optimisation, content creation, digital marketing.

Career highlights:

Successful Marketing & Networking Event for **Porsche, Kent.**

Collaborated with talented and globally respected Graphic & Advertising Specialist.

The **start** of my business networking followed by **Linkedin professional online networking journey.**

**1999 - 2007**

#### DISTRIBUTION BUSINESS OWNER, MARKETING MATERIALS

Distribute free and paid for newspapers, magazines, telephone directories, leaflets. Peaked at 80 part time staff. Based at home.

Learned: highly organised, discipline, to love repetitive tasks, to grow using the business stability. To keep learning.

**2004 - 05**

#### MINI MAGAZINE PRODUCE & DISTRIBUTE

Local advertising led magazine distributed to homes.

Learned: I love design, business ideation & setup. Hate sales.

**2002 - 08**

#### MARKETING CONSULTANT

marketing, logo design, website etc;

e.g.: Devilish Dining - Catering, Creative Cooking Classes: setup logo, website, sales funnel, marketing: acquired 3 top class catering and classes gigs in 3 months

**1997-98**

#### WALES: WESTERN MAIL NEWSPAPER + BUSINESS IN WALES MAGAZINE:

ADVERTISING SALES & adver/EDITORIAL B2B.

Networked with & learned from top journo's editors & news people. Learned I Love marketing, Hate sales

Learned first hand how the 3rd Largest Publishing Company in the UK operates in celebration - Cardiff Arms Park a stone throw - and in crises when Lady Diana, Princess of Wales died suddenly.

**1997**

WALES: OTFORD EPS, MOTOR SPARES PROTECTION MANUFACTURE,

Temp RECEPTION, DEBTORS, QUALITY MANUAL (lasted 8 months)

Learned: Linguistics for an international audience.

Quality Assurance: international stds, formats, lingo. Welsh business,

---- FOLLOWED MY HUSBAND TO WALES, UK -----

**1994 - 96**

#### HOSPITALITY & MANAGEMENT

Co-managed 64 Bed Bed and Breakfast: large teams: sports, eg Bombay Cricket Club, Welsh Touring Cricket Team, SA Lady's Hockey Squad Training Camp

**1989 - 94**

#### APPRENTICE ; RETAIL STORE MANAGER

Trained as a goldsmith in the family business.

Graduated to Manager through excellence.

Groomed to inherit the business in all aspects of Multimillion Rand business management Customer Service, Body Language, Stock, Sales, Employee Management.

## THE HUMAN

Deep respect and passion for Nature.  
In tune with animals and most at peace in water. Sociable introvert.  
Happy.

Follow Universal Law: Do No Harm

Live by: Gratitude, Respect, Kindness

## EDUCATION

**1999 - 2021 SELF LEARNING**

**2016-21**

### TECH

Crypto & Blockchain

Ai , VR , Biometrics

Chatbot & Mobile App design

Pitch Decks, White Papers

Tokenomics

### MARKETING, BRANDING

Strategy design & implement

OTHER Deep Research

Psychology, Sociology, Economics,

Politics, Social Impact, Sustainability,

Tokenomics into SME's, Solutions to

Poverty

**2008 - 16**

Online Networking: Linkedin

Digital Marketing

E-Commerce Design

Social Media Marketing

CMS - Wordpress

**1999 - 08**

Graphic & Website Design

Search Engine Optimisation

Online Marketing

Business Networking

Employee Law

UK Business processes

**1997**

Western mail Sales Training

Print Advertising in UK

**1994**

Business Computers

1995 created a system for Gold

Nugget Goldsmiths to digitise stock holding on excel.

**1990 - 93**

### GOLDSMITH APPRENTICESHIP

Gold Nugget Goldsmiths

**1986-89**

HIGH SCHOOL: C AVG

East London, South Africa

They said I couldn't study computers because I'm shit at Maths and

Science.

### PART TIME:

Retail Sales: Exclusive Jewellery Gold

Nugget Goldsmith's - Saturdays &

School Holidays

Sales, Body Language, Customer

Service, business ethics, processes.:

Waitress: How to deal with lascivious men and keep their wives smiling.