



# Kathryn Fourie

## Professional Objectives

- Working on projects that further social and environmental justice objectives, particularly in terms of access to healthy lifestyle choices for marginalised populations.
- Health Coaching
- Balanced Eating Pattern & Meal Design

## Get in touch!

### Mobile:

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### Email:

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### Website:

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### Address:

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## Work Experience

### Tofu Tools - Product Development

#### FULLsome - Owner | December 2020 - Present

- Designed and produced the first South African tofu press and full kit for making tofu at home (reduces cost from +-R57 a block to R13 a block)
- Website development (build & ongoing content) including e-commerce platform
- Sales & marketing for FULLsome (Facebook, Instagram, LinkedIn, campaigns and newsletters)
- Facilitator for mindful eating (retreats, workshops).
- Freelance & feature writing: The Mission Fly Mag, Get It magazine, Journey

## Personal Details

### Identity Number:

8206140175089

### Marital Status

Common Law / Life Partner

### Languages

English (10/10)

Afrikaans (7/10)

### Researcher & Project Manager

#### Next Step Consulting | 2014 - 2020

##### Key Client: Sappi Southern Africa

Responsible for running the Sappi Trails Programme (STP) for six years. I was the key conduit between the public, trail custodians and Sappi. The STP is a risk reduction management plan designed using international standards of mountain biking safety, that also acts as marketing tool aligned to Sappi's business objectives. I assisted Sappi in winning an IABC Gold Quill award for their communication strategy in 2018.

##### Key Client: Haley Sharpe Southern Africa (HSSA)

Responsible for multiple research projects in tourism development and strategy. These were public and private sector clients of HSSA, and NSC consulted to HSSA as key members of their team.

##### Key Client: Humless Southern Africa (2019 - 2020)

Responsible for set-up, management and content generation for Humless Southern Africa marketing, a solar energy company. NSC continues to work with Humless Southern Africa in 2021.

### NSC Short Term Clients & Projects

#### Johannesburg City Parks & Zoo

Research and development of an adventure trail management plan for the Braamfontein Spruit area in central Johannesburg

#### The Cradle of Humankind World Heritage Site Management Authority

Trail building, safety and communication plan (design and implementation)

#### Department of Environmental Affairs

Design, research and report: Educational and Occupational Pathways for Participants of the Expanded Public Works Programme - Environmental Programmes (NSC sub-contracted to Green Skills Academy as team members)

## Specializations

- Written Content & Communication
- Research Design & Implementation
- Digital Marketing
- Communication Planning
- Journalistic Writing
- Report Writing
- Survey design, implementation & analysis
- Vegetarian and vegan food blogging & recipe design



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## Researcher, Manager & Project Management Wildlife and Environmental Society of Southern Africa (WESSA) | April 2012 - July 2014.

- Project Manager for an EPWP training needs analysis and materials development project.
- Acting Business Unit Manager for SustainEd (accredited adult environmental education)
- Facilitation of accredited training courses

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## Freelance Photographer, Writer & Content Generator Self-Employed | 2008 - 2012

Clients included:

- Victoria Country Club Estate
- Rawson Property Group
- Active Escapes
- Yellow Pages
- Airline Magazines: Mango Juice, AbouTime
- Atoll Media: Salt Water Girl
- The Big Issue

## Other Notable Employment 2005 - 2008

- 2005 Feb - June: GroundWork Environmental Justice NGO: Intern
- 2005 July - June 2007: Ingwe Communications: Market Researcher
- 2007 July - December 2007: WESSA Durban - Damelin contract lecturer
- 2008 January - 2008 August: Invisible cactus Entertainment - Production Assistant
- 2009 Aug - 2010 Jan: Teach and Learn Korea (english teacher programme in SK)
- 2010 June - 2010 Sep: Summer Camp Counsellor USA

## Additional Studies 2005 - 2021

- 2021 Jan - Ongoing: Health Coaches Academy (COMENSA certified Transformational Health Coach)
- 2020 - Shaw Academy Introduction to Nutrition
- 2020 - Lifeline South Africa online counselling
- 2005 - VEGA Moon Photoshop & Introduction to Graphic Design

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## Academic History

### Rhodes University - 2017 Masters in Education | Environmental

Thesis:

A critical review of the response of the Environmental Literacy Skills Programme to learner capabilities, and to the demands of the Working for Water training setting in an emerging Green Economy

The Case of the Working for Water Environmental Literacy Skills Programme Pilot, Uitenhage and Grahamstown, Eastern Cape Province, South Africa

### Rhodes University - 2004 Honours | Human Geography

### Rhodes University - 2003 Bachelor of Arts

### Carter High School - 1999 Matriculant



## Personal Interests & Achievements

### Mountain Biking

#### Competitive Enduro & Downhill mountain biker

UCI World Champs Downhill Masters 2013 South Africa - 3rd  
UCI World Champs Downhill Masters 2015 Andorra - 2nd  
KZN Enduro and Downhill Champ (various dates)

- Trail Running
- Rock Climbing
- Hiking
- Yoga
- Vegetarian and Vegan Cooking
- Animal Welfare
- Low-impact and off-grid living
- All things tofu!

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## References

Zelda Schwalbach | Sappi Southern Africa  
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Mike O'Brien | Haley Sharpe Southern Africa  
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