

Pauline Borton

Creative Strategist | Community Facilitator | Archival & Project Management Specialist

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PROFESSIONAL SUMMARY

Creative strategist and cross-sector project leader with a proven track record in community facilitation, archival management, fundraising, and placemaking. Founder of *Creative by Nature*, with over a decade's experience delivering impactful programmes at the intersection of arts, ecology, and social development. Expert in leading multi-stakeholder initiatives, developing inclusive events, and designing regenerative systems rooted in biomimicry and therapeutic practice. Technically proficient in digital archiving, knowledge management, and collaborative documentation, with fluency across Google Workspace, Microsoft Office, Adobe Acrobat and social media platforms. Adept at producing grant proposals, training materials, strategic reports, and creative visual content. Demonstrates strong business acumen through programme sustainability planning, sponsor engagement, and stakeholder management. Recognised for leadership in arts-led placemaking, legacy preservation, and soft social activism. Equally effective in grassroots environments and professional advisory settings, bringing visionary thinking, practical execution, and deep care for people and place.

AREAS OF EXPERTISE

- Project & Event Management
- Archival Management & Digitisation
- Creative Direction & Visualisation
- Research & Market Analysis
- Operational & Process Design
- Marketing & Social Media planning
- Community Facilitation & Engagement
- Fundraising & Stakeholder Engagement
- Leadership & Programme Sustainability
- Strategic Communication & Content Development

EDUCATION & CAREER DEVELOPMENT

Intro to Therapeutic Horticulture – Root in Nature Inc (2025)

Community Arts Counselling – Lefika La Phodiso (2022–2023)

Biomimicry Masterclasses (Levels 1–3) – Biomimicry Institute (2020–2023)

Biomimicry for Sustainable Design – Minneapolis College of Art and Design (2021)

Bachelor of Visual Arts – UNISA (2013–2019)

CAREER HIGHLIGHTS

Community-Centred Event Leadership

- Led the end-to-end planning, stakeholder engagement and delivery of the Parkhurst Village Fair (2025)—a multi-partner neighbourhood event—driving community participation, securing sponsorship, and curating inclusive programming that strengthened local identity.

Archival Innovation & Legacy Preservation

- Digitised and curated sensitive personal photo archives for private clients under Bridging the Gap, integrating estate documentation and care plans into structured systems that respected family heritage and enhanced long-term accessibility.

Strategic Fundraising & Project Sustainability

- Developed and executed sustainable fundraising strategies for high-impact cultural projects, including the Lefika La Phodiso 30th Anniversary Publication, securing necessary funding, coordinating creative teams, and delivering community-owned outcomes.

Arts-Led Placemaking & Public Art Projects

- Directed complex community engagement initiatives across placemaking programmes such as the Green Projects, #ArtMyJozi and Children as Urban Citizens, combining creative facilitation, stakeholder collaboration, and participatory design to reimagine civic spaces.

CAREER HISTORY & NOTABLE PROJECTS

Event Manager & Community Engagement Lead (Contract Role) | Parkhurst Village Fair | Apr 2025 – Sept 2025

- Led the end-to-end planning, coordination, and execution of a major community event, bringing together residents, businesses, sponsors, and vendors across the Parkhurst area.
- Managed all logistics, timelines, and stakeholder relationships to ensure seamless delivery of the fair, achieving wide community participation and positive public response.
- Developed and implemented a strategic marketing plan, including curated content for social media (Instagram, Facebook, WhatsApp), increasing awareness and attendance while spotlighting community identity.
- Oversaw sponsorship outreach, research, and relationship-building, securing financial and in-kind contributions from local businesses and institutions.
- Built and maintained positive relationships with vendors, ensuring all contractual, operational, and promotional elements were managed professionally and on time.
- Facilitated community conversations and feedback loops, creating a platform for inclusive participation and long-term collaboration.
- Produced detailed post-event reporting, capturing community engagement insights, sponsor ROI, and process recommendations for future fairs.
- Applied a community upliftment lens throughout, embedding inclusive practices and activating local voices in both planning and delivery.

Archival Manager, Report Reviewer & Community Projects Consultant | Bridging the Gap – Freelance Consultancy | Aug 2023 – Present

- Commissioned to critically review complex estate reports and personal documentation, applying an analytical lens to ensure accuracy, clarity, and respectful preservation of personal and historical context.
- Digitised and organised extensive photographic collections from late estates, developing digital filing systems that preserved legacy and honoured family narratives.
- Advised clients on best practice approaches to archival preservation, digital storage, and metadata structuring, ensuring future-proof usability.
- Supported small organisations and individuals with legacy project development—such as storytelling collections, community documentation, and memory preservation initiatives.
- Facilitated brainstorming sessions and strategic planning with individuals and micro-organisations, offering high-level professional support grounded in empathy and creativity.
- Managed all elements of project execution independently, from client brief and planning through to delivery, often working within sensitive emotional or cultural contexts.
- Design, development and management of in-home care systems in collaboration with clients, service providers and professionals.
- Embedded values of dignity, collaboration and managing complex lines of communication between families overseas, clients in South Africa and service providers.

Project Consultant | [dot]GOOD | May 2025 – Jun 2025

- Collaborated with the leadership team to conduct in-depth market research with a high level of detail and review.
- Assessed potential logistics, analysed markets in the Western Cape and Gauteng, and managed all administrative and application processes.
- Compiled comprehensive databases of potential materials, logistics providers, and prospective sales locations for ethical brand products.
- Co-developed training manuals and knowledge-sharing frameworks to support ethical brand strategy implementation.

Communications & Logistics Coordinator | The Gauntlet SA | Dec 2024 – Jun 2025

- Oversaw logistics and communications for South Africa's largest inflatable obstacle course, coordinating suppliers, vendors, party planning and group bookings.
- Managed client communications, developed customer experience pathways, and ensured database accuracy and maintenance.
- Orchestrated remote daily operations management during events, ensuring seamless execution.
- Produced internal documentation to streamline future project replication.

Communications & Community Project Manager | PRABOA – Parkhurst Residents & Business Owners Association | Jun 2024 – Present

- Designed and executed communication plans across three major social media platforms, boosting community engagement and online presence.
- Led strategic development and growth initiatives aimed at building sustainable business models for a volunteer-run residents' association reliant on donations.
- Innovated new exchange-based models adapted to current circumstances, fostering resilience and community support.
- Managed volunteer recruitment, engagement, and retention to strengthen operational capacity.
- Managed, documented, archived and tracked City of Johannesburg fault logging across municipal departments in collaboration with stakeholders and Ward Councillors.
- Networked extensively within the community, building collaborative relationships that supported mutually beneficial initiatives.
- Partnered with groups such as *Grow Parkhurst* and *Being a River* to co-develop circular economy projects, reinforcing local sustainability.
- Worked towards creating a cohesive community ecosystem through integrated environmental, storytelling, and local business engagement strategies.
- Embedded values of social cohesion, collaboration, and long-term impact into all project work, reflecting Pauline's unique approach to soft social activism.

Project Manager & Team Trainer | Clear Path Professional Organisers | May 2024 – Present

- Led the creation of internal systems including operational manuals, workflows and quality assurance protocols.
- Provided strategic support and mentoring to the business owner and team members, ensuring process consistency and team upskilling.
- Directed project planning, coordination, and delivery across multiple client accounts.
- Captured professional photographs and developed content for social media channels to enhance brand visibility.

Project Manager | Lefika La Phodiso 30th Anniversary Publication | Aug 2023 – Mar 2024

- Conceived and managed the concept, creative direction and execution of a commemorative publication celebrating 30 years of therapeutic arts.
- Stakeholder engagement, creative team coordination and fundraising strategy development.
- Delivered communication materials, managed budget forecasting and suggested long-term sustainability planning.
- Ensured cultural sensitivity and brand alignment throughout production.

The Trinity Session: Senior Manager, Strategy and Programme Lead (The Trinity Session)

Communications & Archive Collaborator | Children as Urban Citizens – South Africa | 2021 – 2023

- Created digital visualisations and live mapping tools used during participatory workshops and youth-led dialogues.
- Collaborated with researchers and facilitators to integrate lived experiences into programme reporting.

Senior Manager – Strategy & Programme Lead | The Trinity Session Green Projects | 2020 – 2023

- Managed complex budgets, researched and applied for multi-source funding, and co-authored strategic frameworks.
- Facilitated team mentorship and skills transfer, especially within micro-home garden and community food sovereignty projects.
- Storytelling, community engagement and curated/managed several community led activations, events, exhibitions, talks and workshops.
- Delivered digital content and led archive management to preserve institutional knowledge.

Title | Noordgesig Micro Home Garden Project | 2020 – 2022

- Provided mentorship and technical guidance in a grassroots food gardening initiative focused on urban sustainability and self-sufficiency.
- Designed communication strategies and managed web-based databases to support community storytelling.
- Led research and development to support localised growing practices informed by environmental design and community needs.
- Managed archive development and documentation, supporting knowledge transfer and project continuity.

- Assisted in project design, site planning, and community facilitation, creating accessible models for replication across similar urban settings.
- Delivered workshops and informal training sessions to build capacity in growing, seed saving, indigenous plants and collective care.

Project Manager | #ArtMyJozi – Transit Oriented Development Corridors Placemaking Through Art | 2017 – 2022

- Co- curated large-scale urban arts, community development and placemaking programmes in Johannesburg and beyond.
- Managed planning and delivery of city-wide placemaking initiatives integrating public art, mobility and community engagement.
- Facilitated community meetings, design development and public exhibition/ activations.
- Curated and managed the Noordgesig Oral Histories component of the project, including the recording of Mama Glovers story.
- Facilitated participatory workshops, collaborated with local artists, and developed spatial storytelling materials.
- Oversaw stakeholder management, design, budgeting, marketing, implementation and administration for all phases of the programme.

Project Manager | Beyond the Radar | 2020 – 2021

- Managed pilot research on cultural ecosystems in Mpumalanga and Northern Cape, commissioned by the National Arts Council.
- Facilitated co-design sessions and knowledge exchange between artists, residents, and local institutions.
- Reported findings and recommendations into national advocacy and cultural funding frameworks.

Visual Storyteller & Facilitator | Visualisation Studio | 2020

- Commissioned by the South African Cities Network.
- Delivered real-time digital visualisations during urban dialogues and planning sessions, helping translate complex ideas into accessible visuals.
- Collaborated with Ilifindo in a national digital project to support reimaginings of South African cities during the Urban Festival.
- Produced over 20 visuals live and post-event, contributing to public communication, design reflection, and civic dialogue.
- Supported data synthesis and knowledge capture across sessions focused on resilience, civic infrastructure, and community co-design.

Project Facilitator | Re-Creation Space: A Jozy Fairy-tale | 2018

- Co-led a child-centred urban design initiative at The Orchards Project, empowering youth to reimagine public spaces through art and storytelling.
- Co-facilitated creative workshops that centred children's voices in the design process, aligning with principles of play, access, and urban regeneration.
- Managed the production of interactive installations and visual content that translated children's ideas into tangible spatial interventions.
- Collaborated with educators, parents, and local organisations to ensure inclusive participation and meaningful engagement.

Programme Designer & Visual Facilitator | Amaphiko – Red Bull Academy for Social Entrepreneurs | 2017

- Contributed to the development of an art and design curriculum for aspiring social entrepreneurs.
- Designed and facilitated workshops that used visual tools and storytelling to activate participants' creative thinking.
- Managed the design briefs, development and production of the event venue's creative fit out in collaboration with local artists.
- Supported the academy's mission to build capacity in youth-led innovation and social impact through accessible design frameworks.
- Created visual artefacts and documentation to track learning outcomes and celebrate entrepreneurial progress.

Project Manager & Lead Facilitator | New Council Chambers Totems Artworks Programme | 2016 – 2017

- Commissioned by the Johannesburg Property Company to project manage and execute stakeholder and community engagement activities across all seven regions of Johannesburg.

- Oversaw project delivery from design development through to installation for a series of public artworks.
- Managed communication, creative facilitation, logistics, and documentation to ensure meaningful public participation and alignment with civic objectives.
- Co-ordinated design development, contractor liaison, and cultural context integration into the final artworks.
- Implementation of public artworks displayed in the Council Chambers
- Managed the procurement of furniture for the Council Chambers

Project Manager | Ekurhuleni Rapid Transit Artworks Programme | 2015 – 2016

- Delivered creative workshops with youth and community groups, guiding public art concepts for urban transit stations.
- Developed facilitation materials and collaborated with city planners and contractors for design integration.
- Facilitated creative workshops, design development and public exhibition.
- Supported communication between local stakeholders and municipal agencies throughout the project lifecycle.

SPECIALIST PROJECTS

Creative by Nature – Founder (2023 – Present)

- Lead a portfolio of community-based, nature-inspired, and archival initiatives.
- Design and facilitate **horticultural therapy** and **community arts counselling** workshops, applying creative practice for wellbeing and social connection.
- Develop circular economy and ecosystem-inspired projects that strengthen community resilience and local resource exchange.
- Integrate biomimicry principles and regenerative design approaches into project planning and delivery.

Hobbs & Borton – Collaborative Mixed-Media Studio

- Storytelling, artmaking and digital content.
- Multimedia artworks with multiple applications to Décor, installations and print.

Baobab Collab – Co-founder

- Regenerative education and accessibility through art and co-production.
- Design and deliver co-production projects rooted in **biomimicry-inspired** principles, education, regeneration, and accessibility.
- Engage diverse audiences in collaborative processes that integrate ecological design thinking and creativity.

Mycelial Network Studies – Personal artistic research practice with a focus on visual fungal diversity, resulting in publications and collaborations with institutions.

TECHNICAL PROFICIENCIES

- **Google Workspace:** Gmail, Calendar, Drive, Meet
- **Microsoft Office Suite:** Outlook, Word, Teams, Excel, PowerPoint
- **Adobe** Acrobat for document preparation, editing and annotation
- **Social Media Platforms:** Instagram, Facebook, WhatsApp
- **Learning:** Click-Up (task and project management software) and Canva (design and communication)

PUBLICATIONS

- *Nature is Abundance, and We Are Nature* (2023)
- *Guardians of Fungal Biodiversity* – AgriAbout (2025)

VOLUNTEER & COMMUNITY INVOLVEMENT

- *Being a River* – Visual journaling, collaboration and engagement (2025 – Present)
 - *Grow Parkhurst / Incredible Edible Parkhurst* – Project, Storytelling & Fundraising lead (2023 – Present)
 - *Lefika La Phodiso* – Fundraising and networking (2023 – 2025)
 - *Johannesburg Art Gallery* – Volunteer Archive Assistant (2016)
 - *UNISA* – Walkabout Coordinator (2015–2016)
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GROUP EXHIBITIONS

- **Gardening of Soul (2022)**, The Trinity Session: *Cross Pollination*
Contributing artist. Ústí nad Labem House of Arts, Czech Republic.
 - **Scratching the Surface 1 & 2 (2022)**, The Trinity Session Green Projects, Johannesburg.
 - **The Nature of Cities Festival (2022)**, Virtual festival hosted by the Nature of Cities.
Visualisations produced during three online interactive sessions.
 - **Wits 100 Visible Resonance Light Show(2022)** Contributing artist produced for the Wits Centenary, curated by The Trinity Session.
 - **Open Streets Webinar (2022)**, Hosted by The Trinity Session in partnership with the City of Johannesburg Department of Transport. Visualisation produced during the online event. Reflecting greening and growing in urban spaces.
 - **Urban 2020 Festival: Empowering the Civic**, Children as Urban Citizens, in crisis and beyond (2020)
A digital event hosted by the South African Cities Network. Visualisations produced during online round table discussions.
 - **Visualisation Studio (2020)**, Digital collaboration with Ilifindo and commissioned by the South African Cities Network. Over 20 visualisations produced live and post online sessions contributing to a reimaging of cities in South Africa. Third- and Fourth-year level Visual Arts and Multimedia Student Exhibition (2015 / 2016) UNISA Art Gallery, Pretoria.
 - **Colouring Book for Grown Ups with a South African Flavour (2015)**, The Ring Gallery, Pretoria.
Contributing/collaborative artist
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