

Mattheus Wessels

Organisational Development | Talent Strategy | Creative Ops & Storytelling

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Summary

Global Talent and Learning professional with 15+ years of cross-sector experience across HR, education, organisational development, and creative operations. I currently manage **concurrent roles**: coordinating projects and operations at **Tall Giraffe Video**, founding **Talent Atlas** to provide career consulting, and writing research-backed features for **GoodViral**.

Proven record in organisational development, recruitment, employee engagement, change management, and content strategy. Experienced in building HR systems, leading cross-border teams, and delivering purpose-driven storytelling. Strong emotional intelligence, adaptability, and leadership with impact across South Africa, Europe, the US, and Asia.

Core Competencies: Talent Strategy, Organisational Growth, Learning & Development (L&D), Change Management, Creative Operations, Inclusive Leadership, Workforce Planning, Digital Transformation, Career Consulting, Research & Writing

Current Concurrent Roles (2024–Present)

Tall Giraffe Video – Project & Operations Coordinator (Aug 2025 – Present)

- Coordinate client projects from onboarding to final delivery, ensuring quality, timeliness, and stakeholder alignment.
- Manage freelancer onboarding, scheduling, asset management, and budget tracking.
- Implement AI-driven systems, HRIS tools, and SOPs to streamline workflows and maintain brand consistency.

Talent Atlas – Founder & Career Consultant (Jul 2025 – Present)

- Provide end-to-end career consulting, including CV/resume and LinkedIn optimisation, interview coaching, and personal branding.
- Develop ATS-compliant CVs and tailored job search strategies for clients across industries.
- Build the Talent Atlas brand, manage client relationships, and design scalable service offerings.

GoodViral – Writer & Researcher (Nov 2024 – Present)

- Produce long-form features on social innovation, sustainability, and leadership, aligning with GoodViral's purpose-driven mission.
- Conduct research, fact-checking, and stakeholder interviews to ensure accuracy and credibility.
- Collaborate with editorial teams and contribute to content strategy and campaign planning.

Previous Professional Experience

Apsida Life Science – Associate Recruitment Consultant

Pretoria, South Africa | Apr 2025 – Jul 2025

- Sourced and headhunted 3,000+ candidates for global CDMO roles using LinkedIn Recruiter, Boolean search, and competitive market mapping.
- Conducted screening interviews assessing technical skills, leadership style, relocation readiness, and cultural fit.
- Partnered with UK, US, and SA colleagues to align candidate pipelines with hiring strategy and client expectations.

Managing Editor – EngFlip E-Learning (Son's Edu)

Remote, South Korea | Oct 2024 – Feb 2025

- Directed development of *EngFlip Reading Adventures*, a four-book flipped-learning ESL series (Beginner–Advanced).
- Recruited and managed a global remote team of content creators, AI prompt engineers, exam specialists, and editors.
- Oversaw content planning, pedagogy alignment, and quality reviews.
- Coordinated global contributors through Microsoft Teams, ensuring deadlines were consistently met.
- Delivered four learner workbooks within five months, enabling scalable e-learning adoption.

Son's Edu – Director of People & Organisational Development

Daegu, South Korea | Jan 2022 – Jan 2025

- Executive leadership role managing 100+ staff across nine campuses.
- Advised CEO on organisational redesign, achieving 25% cost reduction and 30% increase in leadership pipeline readiness.
- Opened two new campuses and restructured a kindergarten, overseeing full recruitment, onboarding, and operations.
- Directed EngFlip, an AI-driven ESL e-learning project, managing editors, engineers, and curriculum developers.

OrangeCat Global – Global Talent Acquisition & Communications Manager

Seoul, South Korea | Jan 2020 – Oct 2024

- Hired and managed international freelance teams (animators, translators, illustrators, voice artists).
- Reduced time-to-hire by 30% and delivered cost savings of KRW 50M (~\$36K).
- Redesigned corporate website and brand strategy, increasing international traffic by 80% and client engagement by 70%.

Son's Edu – Senior Manager, Global HR & Talent Strategy

Daegu, South Korea | Nov 2016 – Jan 2022

- Established Son's Edu's first HR department and scalable policies for 100+ international staff.
- Transitioned to in-house recruitment model, reducing costs by KRW 72M (~\$52K) annually.
- Oversaw contract negotiation, payroll, and compliance with Korean labour law.
- Led emergency shift of 1,000+ students online during COVID-19, ensuring uninterrupted service delivery.

Son's Edu – Head Teacher & Talent Development Lead

Daegu, South Korea | Nov 2013 – Nov 2016

- Recruited, trained, and mentored ESL teachers across three campuses.
- Increased teacher evaluation scores by 25% and student satisfaction by 30%.
- Implemented training frameworks and project-based learning to boost engagement and retention.

Earlier Roles (2010–2013): Assistant Academic Lecturer (Stellenbosch University), Nonprofit/Exchange Leadership (New Story Leadership, SAWIP, Teach & Learn with Georgia)

Education

- **Master's in International Human Resources Management** – Rome Business School (Remote, 2020–2021)
 - Capstone: *Attracting and Retaining Young Talents in a COVID/post-COVID-19 Era (AMEX Italia)*.
 - Participated in discussions on global HR trends, gaining insights into cross-cultural management.
- **Honours BA, History** – Stellenbosch University (2010–2011)
 - Dissertation: *A History of Afrikaner ideas of self-determination and the rise of the Network Society, c. 1993 – 2011*.
 - Exchange student at the University of Antwerp, Belgium. Research focus: *Self-determination in the 21st century within the context of the Network Society*.
- **BA, International Studies** – Stellenbosch University (2007–2009)
 - Majors: Political Science and History. Minor: German Culture and Literature.
 - Summer School Course: Deutsch Erleben: Berlin Humboldt University of Berlin, June/July 2009

Certifications

- Hiring Practices – UC Irvine (2025)
- Generative AI Essentials – IBM (2024)
- Foundations of Project Management – Google (2023)

Skills & Tools

- **HR & Org Leadership:** Workforce Planning, HRIS, Succession Planning, L&D, Employee Engagement, Compliance, Change Management, Employee Relations
- **Talent Acquisition:** Sourcing, Headhunting, Candidate Experience, DEI Recruitment, ATS Optimisation, EVP Strategy, Stakeholder Management
- **Creative Ops & Communications:** Project Coordination, Career Consulting, Storytelling, Research & Writing, Content Strategy, Public Speaking
- **Digital Tools:** Notion, Asana, Frame.io, LucidLink, Google/Microsoft Suite, LinkedIn Recruiter, AI Tools, WordPress, Canva

Languages

English (Native), Afrikaans (Native), German (Intermediate)