

SKILLS

Strategy, Branding, Digital Marketing, Graphic and Web Design, DTP, Finished Art, Photo Manipulation, HTML, Project Management, Email Marketing / MailChimp, Paid Social Media Marketing, Google My Business, Google Analytics, Paid Google Advertising / Google AdWords Express, Copy Writing, SEO, Wordpress, Wix, CMS, Photography, Videography and Video Editing.

EXPERIENCE

Designer and Social Media Manager

Design Infestation | December 2016 - Present

Responsible for social media marketing, project manager, creating Power Point templates and presentations, market research, designing and finished art for printed and digital material. My client list consist of Old Mutual, Parliament of Republic of South Africa, STBB, CCID, Cape Town Tourism, etc.

Designer and Digital Project Manager

Hisense South Africa | October 2015 - December 2016

Responsible for the online presents of Hisense South Africa. Managing a digital agency consisting of a graphic designer, a web developer and a technical director with regards to designing and coding elements. Updating meta tags, product tags, keywords for each product in terms of SEO. Graphic and digital design for web banners / GIF, billboards, brochures, social media, web pages, package / carton box, POS and email design, copy writing, market research, events photographer, etc.

Founder and Head Instructor

Ruko Martial Arts | September 2014 - Present

Responsible for all digital marketing, paid social media and Google advertising, photography, videography, video editing, graphic and web design, organising and planning demonstrations. Teaching martial arts and self defence.

Group Midweight Designer and Photographer

Ramsay Media | January 2012 - October 2015

Designer for Car, Leisure Wheels, Popular Mechanics and Getaway magazine. Photographer for Car Magazine. Copy writing for adverts, as well as assist the Ramsay Media marketing and digital teams with design requirements.

Graphic Designer and Finished Artist

Wizardz Print | January 2010 - January 2012

Designing posters, flyers, business cards, brochures, menu's, t-shirts, Vehicle branding, etc. Large format, CD / DVD and banner printing, lamination, guillotine cutting, domed key rings, printing and application of vinyl stickers, wire and fastback binding, etc.

Graphic and Web Designer

Freelance | December 2008 - January 2010

Designing posters, flyers, business cards, brochures, invites, websites, web pages, etc.

EDUCATION

Web Design

City Varsity | December 2008

Subjects: FileZilla, HTML, Dreamweaver, Fireworks, Flash, Dreamweaver Advance.

Matric

Salt River Secondary School | December 2005

Subjects: English, Afrikaans, Biology, Geography, History, Business Economics.

OTHER COURSES

Email Marketing - Mail Chimp

Shift One Digital | May 2015

Subjects: What is Email Marketing, Types of Email Campaigns, ROI (Return on Investments), Data Mining, A/B Testing, Grooming a Database, Preview Pain Test, Call to Action, Effective Subject Line, What NOT to do, What to do, Email Testing, How often do you Email, Writing for Email, MailChimp Design, MailChimp Analytics, MailChimp Email Tracking, MailChimp Segments, MailChimp Social Media, MailChimp Reports, MailChimp Text vs Images, MailChimp Stolen Database Tracker.

Google Analytics and Web Master Tools

Shift One Digital | March 2015

Subjects: Questions for Google, Monitoring Traffic, Bounce Rate, Behaviour Content and Speed, Engagement, Demographics, Audience Analysis, Users Flow, Benchmark, Channel, Source Medium, Funnels.

Wordpress

Shift One Digital | March 2015

Subjects: What is Wordpress, CMS, How to Install Wordpress, Plug Ins, Themes, Blogging vs Website, Pages, Menu, Media, Stats, Widgets, Mobile.

Effective Web Design

Shift One Digital | February 2015

Subjects: Simplicity, Conversations, Minimum Viable Product (MVP), Planning, User Testing, Wire Frame, User Profiles, Forms, Menu Layout, Website 101, Writing for Web, Increase Conversions, Mobile, Image Name and Resolution, What NOT to do.

SEO

Shift One Digital | February 2015

Subjects: What is SEO, Domain Name, Meta Description, Head Line Tags, Mobile, Page Names, Keywords, Images, Back Links.

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