

## a b o u t m e

A Digital Project Manager qualified to steer projects (i.e. Full Digital Campaigns, Website & APP Build) through various mediums from concept to completion, managing teams to ultimately achieve the full potential of the given brief. Recent key projects I have been involved in include: the digital awareness campaign of the Samsung S9 mobile, Dion Wired Ultimate Game Experience and Mercedes Benz Lead Gen campaign.

## s k i l l s

- Digital Project Management
- Agile & Kanban Workflow Experience
- Campaign Strategy / Management
- Trello and Pivotal Tracker Experience
- Adobe Creative Suite, HTML & CSS
- Celtra & Sizmek Ad Platform
- Social Media Platforms

## e x p e r i e n c e

**Head of Studio / Digital Project Manager** at The SpaceStation / SPIXEL.co.za / 24.com  
November 2013 - July 2018 (4 years 9 months) (Cape Town, South Africa)

- Provide creative direction and quality control across all projects
- Lead, mentor, manage and motivate a team of 6 digital designer / developers
- Implement new innovative digital strategies for our clients to run within the 24.com eco-system, i.e. Rich Media, Website Builds, Social Media
- Project manage multiple digital campaigns/products from concept through completion, developing work plans, timelines, budget estimates, preparing statements of work and outsourcing of work to vendors where need be.
- Develop innovative concepts that meet the business objectives of the organisation.
- Work with internal teams, stakeholders and clients, utilising various methodologies
- Create Visual User Journey presentations for new projects and online campaigns

Brand Experience:

Adidas, Audi, Autotrader, BMW, Clarins, Heineken, Hyundai, Jaguar, KFC, Maserati, McDonald's, Mercedes Benz, Pandora, Samsung, Sony, SPAR, Toyota, Woolworths & Yellow Pages.

**Head of Design** at Markettiers4dc

September 2010 - August 2013 (3 years) (London, United Kingdom)

Supervising in-house staff and freelancers across the digital, video and print departments.

Digital:

- Websites, brand identities & Mobile APPs
- UX/IA design
- Social media APPs
- Animated banners with video streaming capabilities

Video:

- Post production and video graphics
- Backdrop designs
- Bespoke channel identities
- Physical and 3D virtual set designs

Print:

- In-house and client promotional materials
- Managing production and liaising with printers
- Advert design for various publications
- Banners, Exhibition Stands, DTP

Brand Experience:

Vodafone, World Duty Free, Nationwide, National Grid, Peroni, Power Play Golf, Nice n Easy, Nestle, Hovis, Start-Rite & Angry Angels.

**Creative Support (BMW UK)** at Charterhouse (Bringing ideas to life)

October 2009 - September 2010 (1 year) (Bracknell, United Kingdom)

- Designing of brochures, various print media and POS (ie. Flags, Large format pull out banners), keeping within the corporate identity of BMW and Mini

# experience...

- Proofing of all print ready designs before it goes to print
- Colour management of all designs;
- Photo retouching for BMW and MINI
- Overseeing various projects such as the BMW 2012 Olympic logo design and brand guidelines
- Working within a close knit team

Brand experience:  
BMW, MINI & Rolls-Royce.

**Art Director / Head of Design / Photography** at Affinity Magazines

March 2009 - October 2009 (8 months) (London, United Kingdom)

- Art direction, photography and layout design for magazines such as Londis Magazine, Every Child Magazine, Changes Magazine, Healthy Times Magazine and Take Care Magazine
- Updating and redesigning of websites
- Designing of online banners
- Complete all finish art and repro for the magazines
- Production Manager for the various publications which entails full responsibility, making sure they are ready for print on time, everytime

Brand experience:  
Londis, Every Child & Family Health.

**Art Director / Production Manager / Head of Design** at Darnell International

2007 - 2009 (3 years) (Cape Town, South Africa)

- Art Direction and layout design for SoldOut & TIA Magazine
- Flash banners and updating of websites
- Created and designed the SoldOut Website
- Art Direction of all photo - shoots, making sure it suited the editorial put forward
- All marketing material and adverts to be conceptualised and run through for Darnell International, Ashley Moore Financial and Will Writing UK by myself
- Management of employees in my team
- Complete all finish art and repro for the magazines
- Production Manager for both publications, which entails full responsibility, making sure they are ready for print

**Designer** at Niche Communications

July 2004 - November 2006 (2 years 5 months) (Cape Town, South Africa)

Work involved creating corporate identities, layouts, brochures, mailers, photo touch ups, client liaison, photography and training of staff under my supervision. TRANSFERRED to UK Offices due to better job offer.

Brand experience:  
KFH, Fine & Country, Savills & Bairstow Eves.

**Designer / Photographer / Admin / Runner / Assistant** at Dancing Light Productions

September 2003 - June 2004 (10 months) (Cape Town, South Africa)

**Graphic Designer** at Hot Ink

June 2002 - August 2003 (1 year 3 months) (Cape Town, South Africa)

**Store Manager** at Sport 'n Surf

November 1999 - May 2002 (2 years 7 months) (Cape Town, South Africa)

# education & references

**Digital Design / Multimedia / DTP Design Course** (Tertiary Education)

01/2000 - 12/2001 (Cape Town, South Africa)

Concept Interactive, attained an 80% aggregate throughout the course in all fields. Received a Digital Design Diploma (Both in Multimedia and DTP Design).

**Sea Point High School** (Secondary Education)

12/1999 (Cape Town, South Africa)

Passed with a Matricualtion Exemption

**References**

For references please contact me.