

ROOCRUIT

Katherine

Brand Strategist & Creative Marketing Lead

Pretoria, South Africa

PROFESSIONAL SUMMARY

A highly creative and versatile professional passionate about solving complex business problems through holistic brand and marketing strategies. With a diverse background spanning Fine Arts, Marketing, and Bookkeeping, I bring a unique blend of visual excellence and analytical rigor to every project. I believe that great design and well-implemented strategies are incremental to a business's success and thrive on creating cohesive brand identities that drive growth.

KEY SKILLS

Design & Creative

- UI/UX Front-end Web Design
- Brand Identity & Logo Design
- Corporate Stationery & Interactive Forms
- Video Editing & Animation (After Effects)
- Marketing Collateral (Brochures, Posters, Reports)

Marketing & Strategy

- Market Research & Competitor Analysis
- SEO (Keyword Research & Meta-tagging)
- Social Media Strategy & Content Creation
- Customer Journey & Persona Development
- Email Marketing & HTML Signatures

InDesign

Illustrator

Photoshop

Premiere Pro

Webflow

ChatGPT

MS Office Suite

PROFESSIONAL EXPERIENCE

Director & Lead Brand Strategist

2018 - 2023

Independent Creative Solutions Agency

- **Brand Identity:** Conducted comprehensive branding exercises to extract core values, SWOT analysis, and audience exploration; developed full brand guides and touchpoints.
- **Web Design:** Managed front-end UI/UX design, including photography, copywriting, DNS configuration, and SEO optimization.
- **Social Media:** Developed and executed organic growth strategies, content calendars, and monthly performance reporting for diverse clients.
- **Client Engagement:** Led full project lifecycles from prospective research and pricing proposals to final implementation and review.

Marketing Co-ordinator

2018

Professional Training & Sales Institute

- Developed and designed all marketing material including comprehensive brochures, interactive worksheets, and infographics.
- Managed product development and branding for "The Rapid Influence" online sales course.
- Produced weekly blog content, marketing emailers, and video editing for social media.

Marketing Manager & In-house Designer

2016 - 2018

Investment & Asset Management Consultancy

- **Design:** Re-branded all outgoing corporate documents to align with high-level marketing strategies.
- **Marketing:** Managed high-stakes initiatives including Investment Committee Workshops and Asset Manager events.
- **Operations:** Provided executive support to the CEO, including travel management, strategy map development, and complex report design.
- **Accounts:** Assisted with Exco expense accounts, creditor analysis, and bank reconciliations.

Bookkeeping & Design Assistant

2015 - 2016

Aviation Trading Firm

- Managed aviation department accounts, including debtors/creditors and bank reconciliation.
- Designed corporate logos for the aviation wing and compiled commercial airplane catalogues.

Accounts Manager & In-house Designer

2011 - 2015

Specialized Medical Practice

- Managed full cycle bookkeeping including trial balances and income statements.
- Designed and facilitated a new brand identity, including professional stationery and patient documentation within strict budgetary requirements.

EDUCATION & CERTIFICATIONS

- **Marketing Certification** – University of Cape Town (GetSmarter), 2017
- **ICB Bookkeeping (Trial Balance & Computerised)** – Varsity College, 2015
- **After Effects & 3DS Max (Animation)** – Open Window Academy, 2012
- **BA Fine Arts (Honours)** – University of Pretoria, 2011
- **Matric with University Exemption** – The Glen High School, 2007

LANGUAGES

- English (Fluent)
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