

# CATHERINE

## Creative Design & Marketing Consultant

Milnerton, Cape Town, South Africa

**RooCruit**

---

### PROFESSIONAL SUMMARY

*Qualified designer with a diverse background spanning retail gifting, visual merchandising, sourcing, fashion, and packaging. Expert in creating digital content and e-commerce marketing, with extensive experience managing design workflows for startups, social enterprises, and international luxury brands. A versatile professional skilled in bridging the gap between creative vision and operational execution.*

### KEY SKILLS

- **Design:** Adobe Photoshop, Illustrator (High Level), InDesign
- **Digital:** WordPress (CMS/Setup), AWS Environment, Shopify
- **Marketing:** Mailchimp, FB/IG Advertising, Google AdWords & Analytics
- **Operations:** Sourcing, Procurement, Supplier Relationship Management
- **Management:** Team Motivation, KPI Reporting, Project Management
- **Sales:** Key Account Management, Business Development, Upselling
- **Admin:** MS Excel, Word, PowerPoint

### PROFESSIONAL EXPERIENCE

#### Design, Marketing & Communications

September 2018 – Present

#### Leading Wine Estate & Boutique Hotel Group

- Full management of social media platforms and comprehensive content creation.
- Setup and management of WordPress websites and digital image libraries.
- Design of all print and digital marketing collateral (brochures, menus, labels, tasting notes, banners).
- Strategic database management via Mailchimp and regular subscriber engagement.

- Sourcing of specialized packaging and briefing photographers for site-specific content.

**Freelance Creative Consultant****August 2014 – 2018**

Self-Employed (Client Portfolio: Export Non-Profits, Staffing Firms, and Wellness Brands)

- Managed local marketing production for an international social enterprise exporting handmade goods.
- Acted as part-time Sales & Marketing Consultant for an Artist Collective, increasing sales and producing new product catalogues within the first week.
- Provided comprehensive content creation, copywriting, and web management for both technical and recruitment firms.
- Sourced and managed production for private label apparel.

**Founder****March 2016 – 2018**

E-commerce Wellness Startup

- Independently launched a full-scale online store, handling all technical setup and design.
- Negotiated favorable supplier terms and MOQs to minimize startup capital risk.
- Generated organic inbound traffic through strategic PR and social media outreach without paid ad spend.

**Head of Operations****November 2014 – May 2016**

Fashion Retail Startup

- Transitioned the business to a 'print-on-demand' model, significantly improving cash flow and reducing inventory risk.
- Migrated the entire digital storefront to Shopify and optimized the user experience.
- Developed an international internship program to recruit voluntary assistance from global universities.

**Chief Operating Officer (COO)****August 2010 – November 2014**

Creative Tech & Apparel Company

- Promoted from an acting role to full-time COO after successfully managing the entire team (Sales, Marketing, Logistics) during the CEO's international absence.
- Managed daily financial budgets, administration, and staff KPI reporting.
- Project managed complex exhibitions at major national design events.

- Led B2B and B2C sales strategies, securing placements in national retail chains.

## **Sales & Marketing Manager**

**June 2005 – August 2010**

### **Job-Creation Social Enterprise**

- Managed high-end export portfolios for international retailers like Anthropologie and The Conran Shop.
- Secured government funding to represent the brand at major international trade shows in Europe.
- Oversaw a sales team focused on consistent job creation for local artists via piece-work production.

## **EDUCATION**

---

### **B.Tech: Textile Design & Technology** (1999)

Cape Peninsula University of Technology (CPUT)

### **National Diploma: Textile Design & Technology** (1998)

Cape Peninsula University of Technology (CPUT)

### **Matric / Grade 12 Certificate** (1995)

Pinelands High School - First Class Pass (83% aggregate, 3 Distinctions)

## **PERSONAL INTERESTS**

---

Dedicated to health and wellness; currently training for the Comrades Marathon.  
Passionate about yoga, distance running, and creative writing.