

ROOCRUIT

YVETTE

Social Media Strategist, Content Writer & Creative Manager

Pretoria, South Africa

PROFESSIONAL SUMMARY

Creative copywriter and marketing strategist with over 10 years of in-house and agency experience. A deadline-driven professional with a love for knowledge and the tenacity to deliver high-quality results across various subject headings. Expert in using communication as a key tool for project success, specializing in educating audiences and showcasing brand passion through strategic content.

KEY SKILLS

- Content Writing & SEO
- Marketing & Brand Strategy
- Google Analytics & Reporting
- Script Writing & Storyboarding
- Video Story Production
- Social Media Management
- Graphic Design (Canva/Photoshop)
- Copywriting (B2B & B2C)
- Campaign & Event Management
- Business & Operations Management

PROFESSIONAL EXPERIENCE

Content Writer & Marketing Strategist

2019 – Current

Boutique Creative Agency

- Developing digital marketing and communication strategies for diverse clients.
- Creating SEO-optimized content including blogs, emails, adverts, and social media scripts.
- Managing end-to-end social media content creation and platform management.
- Producing video stories and sales copy for both B2B and B2C sectors.
- Handling campaign management, client liaison, and brand positioning.
- Utilizing Analytics for data-driven reporting and strategy adjustment.

Founder & Creative Director**2018 – Current****Creative Lifestyle & Events Consultancy**

- Leading business development and client contract negotiations.
- Creating marketing concepts for brand activations and high-profile lifestyle events.
- Managing retail styling, product launches, and shopping center activations.
- Overseeing wedding planning, shopfront styling, and promotion management.

Story Producer & Art Director**2018 – 2019****Boutique Media Production Studio**

- Scriptwriting for commercial and corporate video advertisements.
- Directing art components and set dressing for visual productions.
- Serving as a primary content creator and story producer.

General Manager**2014 – 2017****Premium Event Management Firm**

- Managed daily business operations, staff, and financial accounting/invoicing.
- Planned and executed all marketing events and supplier management.
- Directed the full lifecycle of company events from concept to execution.

Event and Marketing Manager**2017 – 2018****International Hospitality & Leisure Group**

- Developed sales copy for holiday resorts and vacation packages.
- Managed brand identity and social media presence for the group.
- Executed email marketing and social media campaigns to drive bookings.

Additional Professional Roles**Various Dates****Marketing, Accounts & Real Estate Sector**

- Marketing Manager for a Hospitality Group.
- Accounts Manager and Personal Assistant for a diverse service provider.
- Property Practitioner for a National Real Estate Agency.

EDUCATION

BCom Marketing and Tourism Management

University of Pretoria (2011)

Core Subjects: Marketing Management, Business Management, Communication, Project Management, Strategic Management.

Professional Secretary and Personal Assistant

College SA (2014)

CERTIFICATIONS & SHORT COURSES

- NQF4 Real Estate
- Fidelio Front Office
- Hospitality Management
- Tour Guiding & Basic Catering

Technical Proficiency: Microsoft Office Suite (Excel, Publisher, PowerPoint), Adobe Photoshop, Canva, Hootsuite, Hubspot, and Google Analytics.

LANGUAGES

English, Afrikaans, Dutch (Currently Learning)