

# SIAN-MICHELLE

## Creative and Digital Marketing Specialist | Project Manager

### PROFESSIONAL SUMMARY

A highly skilled professional with a keen eye for creativity, coupled with a solid background in sales and project management. Specializing as a Digital Marketing Specialist and Project Manager, I excel in envisioning and implementing innovative ideas that align with strategic sales objectives. My expertise extends to effectively managing projects from inception to successful completion, combining creativity with strategic sales techniques to deliver compelling solutions.

### KEY SKILLS

- **Creative:** Graphic Design, Content Creation, Web Design
- **Marketing:** Digital Marketing (Meta & Google), Creative Strategy
- **Management:** Key Account Management, Project Management
- **Technical:** Adobe Creative Suite, Adobe Premiere
- **Sales:** Deal Negotiation, Upselling, Target Achievement
- **Methodology:** Agile Project Management (PMBOK)

### PROFESSIONAL EXPERIENCE

#### ACCOUNT AND PROJECT MANAGER

**2023 - Present**

Leading Cybersecurity Solutions Firm

- **Client Relationship & Sales:** Expert in cultivating and maintaining strong relationships with vendors and partners across Africa, ensuring exceptional communication of cybersecurity needs.
- **Negotiation & Quotes:** Proficient in developing quotes and negotiating deals, consistently exceeding sales targets.
- **Project Oversight:** Collaborate with project managers to ensure seamless transitions and successful implementation of solutions post-deal closure.

- **Issue Resolution:** Proactive issue resolution resulting in enhanced client satisfaction and project excellence.

## CREATIVE MARKETING SPECIALIST

2021 - 2023

*Boutique Fine Art Gallery*

- **Sales & Negotiations:** Successfully handled gallery sales using strong negotiation skills to achieve favorable pricing terms and upselling to enhance revenue.
- **Creative Marketing:** Led the creation of engaging marketing content for digital and physical campaigns to boost gallery visibility.
- **Social Media Management:** Solely managed all digital marketing platforms to drive online presence and art community engagement.

## DIGITAL MARKETING ACCOUNT MANAGER

2021 - 2021

*Specialist Digital Marketing Agency*

- **Key Account Management:** Prioritized and managed accounts for major brands including high-profile telecommunications, retail, and e-commerce firms.
- **Creative Strategy:** Spearheaded creative direction for a major mobile banking application's digital campaigns, optimizing performance through weekly strategy analysis.
- **Reporting:** Nurtured a portfolio of over 100 clients, providing comprehensive campaign performance reports and transparent communication.

## ACCOUNT AND PROJECT MANAGER

2017 - 2020

*Cybersecurity Technology Provider*

- **Campaign Execution:** Solely responsible for conceptualizing and executing creative projects and digital marketing campaigns.
- **Analysis & Optimization:** Utilized data-driven approaches to improve digital marketing effectiveness and engagement rates.
- **Cross-functional Coordination:** Guaranteed projects met established objectives and timelines through integrated team collaboration.

## SALES AND MARKETING ASSOCIATE

2016 - 2017

*International Art Auction House*

Consistently exceeded sales targets by a remarkable 140%.

- **Auction Sales:** Excelled in selling high-value artwork at auctions, contributing significantly to collective team targets.

- **Mentorship:** Served as a mentor for new team members, training them on sales techniques and best practices.

## **LEAD CREATIVE DESIGNER / VIDEOGRAPHER / PHOTOGRAPHER**

**2013 - 2023 (Various Roles)**

*Various Creative Agencies & Global Cruise Line*

- Served as Lead Creative Designer for multiple firms including digital solution providers and lifestyle brands.
- Professional Photographer for an International Cruise Line and prominent South African Art Galleries.
- Specialized in visual storytelling, videography, and graphic design for diverse portfolios.

## **EDUCATION**

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### **BA [Hons] Visual Art**

University of Johannesburg | 2011 - 2014

### **BA Psychology**

University of South Africa | 2023 - Present

## **CERTIFICATIONS**

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PMBOK Training [Agile Project Management]

Adobe Premier Videography Certificate

Digital Marketing Certification

## **PROFESSIONAL ACHIEVEMENTS**

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- **2014 Absa L'Atelier:** Top 25 in South Africa
- **2013 Sasol New Signatures:** Top 10 in South Africa
- **2017 Top Sales Associate:** Ranked as top associate at international auction house