

# DONALD

# ROOCRUIT

## Marketer & Senior Graphic Designer

### PROFESSIONAL SUMMARY

*A strategic-minded professional with a fervent dedication to branding and marketing, focused on developing sustainable competitive advantages. I possess a deep enthusiasm for design, consumer behavior, and digital marketing strategy, consistently pursuing optimal workflow solutions. With a career spanning over 15 years, I combine technical creative expertise with high-level project management to foster meaningful brand relationships and drive retail growth.*

### KEY SKILLS

#### Core Competencies

- Brand Management & Strategy
- Digital & Social Media Marketing
- Marketing Campaigns & Layout
- Consumer Behavior Analysis
- Public & Media Relations
- Project Management
- Team Mentorship & Training

#### Technical Proficiency

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- SAP Marketing Cloud & Everlytics
- Web Design (Wix, WordPress, HTML)
- Google Analytics & Google for Business
- Facebook & Instagram Advertising
- Microsoft Office & ClickUp

### PROFESSIONAL EXPERIENCE

**Senior Marketing & Design Specialist | Major South African Retail Group**      **2013 - Present**

Oversee the design and formatting aspects of corporate marketing and communication operations for three prominent national retail brands. Played a pivotal role in the

conception and introduction of a major online retail platform.

- Contribute significantly to the expansion and promotional activities of major retail brands as a crucial senior team member.
- Manage direct brand positioning, public relations, and advertising strategies.
- Train and mentor junior designers to ensure high-quality output and brand consistency.
- Develop comprehensive digital media designs and marketing strategies.
- Execute the design and layout of large-scale marketing campaigns within the marketing studio.

**Graphic Designer & Field Operator | Full-Service Advertising & Marketing Firm** **2006 - 2013**

Conceived and executed advertising campaigns for a leading national grocery wholesaler and retailer. Operated within a dedicated department managing the retailer's proprietary advertising division.

- Responsible for design, layout, and desktop publishing for diverse advertising campaigns.
- Managed the end-to-end production process for high-volume retail marketing materials.

**Advertising Controller | Leading Retail & Direct Marketing Firm** **2006 - 2006**

- Managed the briefing process for advertising assignments across the inland region.
- Collaborated with retailers to gather product lines and formulate tactical briefs.
- Coordinated communication with publications for advertisement submissions and proofreading.
- Liaised with print production teams to facilitate seamless execution of advertising materials.

**Production Manager & Graphic Designer | Signage & Manufacturing Industry** **2004 - 2006**

- Executed project management tasks for marketing collateral including billboards, brochures, and leaflets.
- Managed the production and manufacturing processes, including technical rigging and installations.
- Handled costing, negotiations, quotations, and account management.
- Designed corporate identities and logos using professional design suites.

## EDUCATION

### University of Cape Town (UCT)

Postgraduate Diploma in Management & Marketing (NQF8) | 2015 – 2017

Focus: Consumer Behavior, Strategic & International Marketing, Managerial Finance, E-Marketing, and Business Research.

### Allenby / Damelin

Prestige Computer Studies, Graphic Design & Multimedia I 2000 – 2002

Focus: Web Design, Java Programming, Adobe Creative Suite, and Principles of Marketing.

## LANGUAGES

- English

---

This document is the property of RooCruit. All candidate identifiers have been removed for privacy.

---