

# Marique

## Marketing Manager & E-Commerce Director

Pretoria, South Africa

**ROOCRUIT**

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### PROFESSIONAL SUMMARY

A community-driven marketing professional who believes that meaningful connection is the cornerstone of effective brand strategy and account management. With a background spanning from start-up leadership to corporate account management, I focus on moving people and making them feel valued through strategic execution. I combine technical proficiency in digital marketing tools with a strong foundation in BCom Marketing Management to deliver measurable results and foster lasting client relationships.

### KEY SKILLS

- Strategic Communications & Copywriting
- Project Management & Operations
- Meta Business Suite, Google Analytics, Canva
- Key Account Relationship Building
- HR Management & Team Engagement
- E-Commerce & Retail Sales Strategy
- Digital Marketing & Web Design
- CRM & Project Tools (Monday.com)
- Cryptocurrency & NFT Ventures
- Business Development & Content Creation

### PROFESSIONAL EXPERIENCE

#### Founder / Marketing Consultant

**Nov 2023 - Present**

*Strategic Marketing & Creative Consultancy*

- Providing strategic planning, creative direction, and hands-on execution for diverse clients across healthcare, beauty, and wellness sectors.
- Leading digital marketing consultations and business development strategies for fitness centers and corporate identity projects.
- Consulting on wellness app copywriting and content creation to drive user engagement.

- Conducting technology lessons for elderly women to bridge the digital divide.

### **Marketing & Projects Lead**

**Nov 2023 - Feb 2024**

*Boutique Creative Agency*

- Managed diverse marketing initiatives including content creation, corporate identity development, and product offerings.
- Spearheaded projects aimed at establishing thought leadership through meticulous research and adept copywriting for blogs and articles.
- Enhanced company culture and morale by implementing HR strategies, including employee engagement techniques and recruitment oversight.
- Instituted client feedback mechanisms and monthly check-ins to bolster customer relations and project visibility.

### **Co-Managing Director**

**Jan 2020 - Present**

*E-Commerce & Wholesale Firm*

- Drive online retail operations by managing projects, developing sales strategies, and enhancing the e-commerce platform.
- Lead end-to-end project management for e-commerce initiatives, ensuring delivery on time and within budget.
- Analyze data and market trends to create effective marketing strategies and retail sales plans.
- Improved customer satisfaction by resolving escalated issues and optimizing the user experience.
- Generate performance reports and data analysis for long-term strategic planning.

### **Account Manager**

**Aug 2021 - Aug 2022**

*Educational Technology & LMS Provider*

- Managed client relationships within the website division, facilitating onboarding and providing ongoing support.
- Oversaw digital campaigns, graphic design coordination, and website/application development initiatives.
- Handled project management from initiation through planning and execution to ongoing maintenance.
- Collaborated with marketing teams to execute large-scale agricultural events (e.g., 2022 SonSafari for Laeveld Agrochem).

## Co-Founder

Jan 2022 - Aug 2022

### *Digital Content & NFT Start-up*

- Launched a specialized NFT venture, overseeing the creation and marketing of unique digital assets.
- Managed the end-to-end development of the project within the cryptocurrency space, focusing on community engagement and digital content popularity.

## EDUCATION

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### **BCom Marketing Management (2018 - 2020)**

University of Pretoria

### **Online Short Course: Introduction to Digital Marketing (2021)**

Red and Yellow

### **Online Short Course: Introduction to Graphic Design (2019)**

University of Cape Town

### **National Senior Certificate (2012 - 2016)**

Hoërskool Menlopark

## COMMUNITY SERVICE

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**Hoedspruit Animal Outreach (HALO):** 220 hours volunteered between October 2022 and September 2023.