

ROOCRUIT

GABRIEL

Brand Development & Project Management

Cape Town, South Africa | English & Afrikaans

PROFESSIONAL SUMMARY

Accomplished Brand Developer and Strategist with over 4 years of experience conceptualizing and executing brand identities across multiple sectors. An expert in Communication Management, I bridge the gap between creative imagination and practical execution to ensure brand message alignment across all touchpoints. A collaborative professional adept at stakeholder management, market research, and digital strategy, focused on driving brand success in dynamic market landscapes.

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KEY SKILLS

- Brand Conceptualisation
- Brand Identity Development
- Brand Positioning
- Brand Communication
- Customer Engagement
- Stakeholder Management
- Content Development
- Market Research
- META Advertising
- Social Media Management
- Digital Marketing
- Conceptual Writing
- Creative Problem Solving
- Adobe InDesign & Canva
- XERO & Web Management

CAREER ACCOMPLISHMENTS

- **Rebranding & Strategy:** Led the rebranding of a leading South African Advisory firm, utilizing archetypal psychology to develop brand design, taglines, and a 5-step strategy that unified mission and values.
- **Brand Repositioning:** Orchestrated a narrative overhaul for an essential oils brand, focusing on education and Ayurveda philosophy to realign with consumer aspirations, resulting in the "Nourishment in every drop" campaign.

- **Educational Tech Development:** Directed a brand concept for a UCT-affiliated Science App, creating a post-apocalyptic narrative to engage Grade 5 learners in critical thinking and scientific enquiry.
- **Environmental Branding:** Developed "Quxst," an initiative for an ocean conservation foundation, creating the visual identity and "Explore with Purpose" ethos to promote marine engagement.
- **Media & Commercial Production:** Facilitated high-level media segments for a lifestyle brand on national TV and led the production of tailored commercials targeting high-income demographics.

PROFESSIONAL EXPERIENCE

Leading South African Branding Agency

Jun 2020 – Dec 2023

Brand Developer & Strategist

- Acted as primary liaison for clients, developing innovative social media content strategies and overseeing the full production lifecycle.
- Conducted market research and competitor analysis to identify trends and opportunities for brand differentiation.
- Implemented integrated marketing campaigns across digital, print, and social channels to strengthen brand positioning.
- Successfully managed brand design projects for restaurant groups in South Africa and Botswana, including full redesigns of collateral and menus.
- Spearheaded the brand conceptualization for new ventures in the luxury spa and professional consulting sectors.

Boutique Lifestyle & Wellness Centre

Jun 2016 – Jun 2019

Spa Manager

- Managed daily operations, facility efficiency, and high service standards for an international award-winning wellness center.
- Oversaw personnel management, including hiring, training, and performance evaluations for specialized staff.
- Structured budgets and inventory control systems to maximize profitability.
- Developed and executed marketing strategies to drive customer acquisition and retention.
- **Achievement:** Awarded 7 international Le Nouvelle Awards during tenure.

EDUCATION

Bachelor of Commerce: Communications Management & Marketing

Northwest University (2006 – 2009)

National Certificate in Hairdressing NQF - 4

Partners Hair Design Academy (2014)

National Senior Certificate (Matric)

Hoëskool Kalahari (2005)

CERTIFICATIONS

- META Digital Associate Certification, META South Africa
- Goldwell Colour Master Certificate, South Africa

LANGUAGES

- English (Fluent)
 - Afrikaans (Fluent)
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