

ROOCRUIT

Johannesburg, South Africa

NICOL

Project Manager / Marketing Specialist

PROFESSIONAL SUMMARY

A highly organized and professional Project Manager with extensive experience in planning and executing projects within strict budget and schedule constraints. An excellent team leader with a proven track record of managing cross-functional teams and delivering comprehensive performance reports to high-level executive stakeholders. Expert in blending marketing strategy with operational project management to drive business growth.

KEY SKILLS

- Project Management
- Marketing & Branding
- Financial Reporting & Budgeting
- Strategic Planning
- Negotiation & Crisis Management
- Virtual Assistance
- Leadership & Mentorship
- Critical Thinking

PROFESSIONAL EXPERIENCE

Project Manager / Marketing

2020 – 2024

Specialized Health & Wellness Solutions Firm

- Oversaw and monitored daily tasks and sales performance for a team of 5 direct reports.
- Managed daily operational reporting, expenses, goal setting, and resource allocation.
- Conducted weekly strategic meetings with CEOs of major national retail chains (Pick-n-Pay, Clicks, and Spar) to deliver retail sales reports and performance analytics.

- Provided continuous guidance and support through leadership of all internal team meetings.

Financial Advisor / Head of Marketing

2014 – 2020

Financial Services & Wealth Management Brokerage

- Dual-role responsibility leading the company's marketing efforts while serving as a senior financial advisor.
- Steered marketing strategy to increase brokerage brand awareness and client acquisition.
- Managed client portfolios and provided expert financial advisory services.
- Played a key role in operational reassessment and business strategy during the 2020 economic shift.

Marketing & Project Director

1999 – 2014

Promotions, Signage & Branding Agency

- Managed end-to-end project cycles for high-profile automotive and corporate clients (including SMH Group, Lindsay Saker, and Ford).
- Responsible for all financial aspects of projects, including pricing, comprehensive quotes, and budget management across multiple departments.
- Developed and delivered detailed reporting for dealership departments, ensuring project alignment with client brand standards.

EDUCATION

Master of Business Administration (MBA) - Business & Marketing

2024

Pitmans International

1 Year Executive PA Diploma (1990)

CERTIFICATIONS

Udemy - PMP (Project Management Professional)

35-Hour Diploma

LANGUAGES

- English
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