

Berné

CEO & Strategic Marketing Specialist | BPO & Brand Architect

Cape Town, South Africa

ROOCRI

PROFESSIONAL SUMMARY

An innovative Entrepreneur and Strategic Relationship Manager with over 18 years of industry experience in Marketing, Media, and Business Process Optimization (BPO). Proven track record as a CEO and Executive Producer, specializing in omnichannel marketing, ROI-driven broadcast campaigns, and brand architecture. Expert in conceptualizing and executing high-reaching media productions, including successful TV shows and digital platforms that have achieved over 1 million views.

KEY SKILLS

- Strategic Planning
- Omnichannel Marketing
- Digital & Social Media
- Brand Architecture
- Lead Generation (AI Tools)
- Relationship Management
- E-commerce Strategy
- Executive Leadership
- Project Management
- TV & Video Production
- Business Development
- Public Relations (PR)

PROFESSIONAL EXPERIENCE

CEO & Founder

March 2023 – Current

Boutique Media & Marketing Agency

- Oversees a specialized media agency focused on strategic direction, content creation, and professional influencer management.
- Optimized client budgets with incremental campaign value exceeding R7 million through innovative on and AI-driven tools.
- Manages end-to-end broadcast and lifestyle media strategies, including the ownership of global fitness lifestyle TV productions.
- Architects lead generation and customer retention programs for high-profile clients in the automotive, luxury jewelry, and hospitality sectors.

Co-Founder & CEO

April 2020 – July

International Health & Wellness Media Firm

- Conceptualized and launched a global TV show reaching 55 countries within one month of a national lockdown.
- Generated over R14 million in exposure per season with R13 million in advertising revenue.

- Produced over 400 episodes and managed social media platforms with 45k followers, achieving peak viewership of 600k per episode.
- Managed strategic partnerships with major global technology, apparel, and pharmaceutical brands.

Account Director / Executive Business Development

August 2012 – March

National Transportation & Infrastructure Management Firm

- Directed marketing and e-commerce strategy for 9 major national airports, covering parking, property, retail portfolios.
- Negotiated key supplier deals saving the client 210% of their budget while exceeding ROI targets.
- Successfully managed the 100th-anniversary campaign, yielding R32 million in media coverage while utilizing only 40% of the allocated budget.
- Implemented "Click and Collect" online shopping platforms for Duty-Free retail, revolutionizing the consumer journey for international travelers.

Owner & Founder

January 2007 – C

Niche Staffing & Brand Activations Group

- Established a multi-channel solution for corporate brand activations, events, and creative campaigns.
- Grew the business to support major retailers and corporate entities with staffing and live event logistic

Marketing & Relationship Manager

April 2007 – July

Regional Retail Property Group & Brand Agency

- Curated extensive retail publications and newsletters; managed a consumer loyalty club with bi-monthly events.
- Gained deep experience in brand representation, PR, and national exhibitions for the apparel and food industries.

EDUCATION

Strategic Business Management

University of Cape Town

PERSONAL ACHIEVEMENTS

- Two-time Keynote Speaker at international FIA Conferences (Spain).
- Represented South Africa at the World Performing Arts Championships in Los Angeles, attaining 5 Gold Medals.
- Featured in "Absolute Woman" (Cover) and "Sarie" magazines.
- Experienced TV Show Host and Master of Ceremonies.

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