

RooCruit

Margaret

Marketing Professional & Brand Manager

Somerset West, South Africa

PROFESSIONAL SUMMARY

Experienced Marketing Professional specializing in Brand/Project Management and Client Service with extensive expertise in driving successful marketing campaigns and elevating brand visibility. Demonstrated track record in delivering exceptional client service and cultivating enduring relationships across diverse market sectors. Recognized for meticulous attention to detail, innovative thinking, and the ability to navigate complex challenges through rapid learning and proficient time management.

KEY SKILLS

Brand Management	Project Management	Lead Generation
Digital Content Strategy	SEO & Web Analytics	Hubspot & CRM
Google Analytics 4	Marketing Budgeting	Public Relations
eCommerce (Magento)	Events Coordination	Stakeholder Management

PROFESSIONAL EXPERIENCE

Premium Commercial Furniture Manufacturer **Feb 2018 - Present**

Commercial Brand Manager & Head of Brand and Client Service

- Lead commercial lead generation through strategic marketing activities and brand custodianship.
- Manage social media channels, content, PR, and strategic industry collaborations.
- Execute communication plans for marketing and sales messaging across print and digital platforms.
- Project managed three website builds and ongoing maintenance, including SEO optimization and reporting.

- Direct and execute photoshoots for product launches, catalogs, and print advertising.
- Formulate annual marketing strategies and manage budgets and monthly analytics.

Major African Retail Group**Apr 2015 – Jan 2018***Marketing Coordinator*

- Coordinated internal and external promotional material for 7 African countries.
- Implemented direct marketing plans (SMS, newsletters) and "Know Our Customer" campaigns.
- Managed expenses and budgetary updates for the marketing department.
- Spearheaded the relocation and setup of marketing materials for new store openings across the continent.
- Assisted in monthly reporting by integrating financial and social media performance data.

Major African Retail Group**Dec 2011 – Mar 2015***Executive PA (to MD & 3 Directors)*

- Provided comprehensive administrative and marketing support to the executive suite.
- Optimized workflow and diary management for Senior Executives across HR, Business Intelligence, and Development.
- Prepared high-level presentations and reports for monthly management meetings.

Leading Fashion Retail Head Office**2011***Executive PA for 3 Directors*

- Supported IT, Financial, and HR Directors with administrative and organizational oversight.
- Managed complex travel arrangements and facilitated strategy sessions.

Established South African Wine Estates**2011***Brand Manager*

- Tailored global brand objectives to local Western Cape markets, driving significant sales growth.
- Led product innovation and managed a high-performing sales representation team.

Global Financial Information & Media Firm**2009 - 2011***Senior Credit Controller*

- Managed debt recovery processes and maintained optimal cash flow through meticulous system management.
- Consistently achieved monthly cash collection targets.

Boutique Luxury Hotel & Hospitality Group

2009

Operations Manager

- Oversaw daily business operations, HR procedures, and compliance with health and safety regulations.
- Liaised with suppliers to ensure profit targets were met through effective negotiation.

EDUCATION & QUALIFICATIONS

- **Hotel and Restaurant Management Degree** - Tygerberg Hotel School (City & Guilds)
- **Business Management Certificate** - University of Stellenbosch Business School
- **Wine Diploma** - The Cape Wine Academy
- **Introduction to Fashion Design** - Elizabeth Galloway School of Fashion
- **Retail Buying & Sourcing** - Unisa

TECHNICAL PROFICIENCY

Hubspot, Canva, Wordpress, Klaviyo, Magento 2, Mailchimp, Google Analytics 4, Touchbase Pro, Microsoft Office Suite (Advanced Excel, Word, PowerPoint).

LANGUAGES

- English (Fluent)
- Afrikaans (Fluent)

This document has been reformatted for RooCruit. All candidate data is pre-vetted.