

# Brittany

## ROOCRUIT

### Marketing Manager & E-commerce Founder

Durban, South Africa

## PROFESSIONAL SUMMARY

Talented leader with more than a decade of experience in marketing, customer service, and facility oversight. Highly effective and comfortable working with employees and customers at all levels of an organization. Proven track record in driving brand awareness and managing digital strategies for both corporate retailers and independent e-commerce ventures.

## KEY SKILLS

Social Media Marketing

Content Creation

Website Design & Admin

Digital Communication

Analytics & Budgeting

Creative Strategy

Community Engagement

Event Coordination

Planning & Organization

## PROFESSIONAL EXPERIENCE

**Owner & Founder**

**2020 – Present**

*National Baby Apparel & E-commerce Business*

- Founded and managed a baby apparel and hardware business, successfully listing products with major national retailers and boutique stores.
- Manage all day-to-day business operations and e-commerce store logistics.
- Consult with customers to assess needs and propose optimal product solutions.
- Lead all marketing efforts, including social media management, website design, administration, and digital communications.

**Marketing Manager****2014 – 2022***Leading National Retail Group*

- Researched industry and marketplace trends to develop marketing solutions and enhance business operations.
- Utilized market trends and target audience statistics to effectively market products across diverse segments.
- Organized contracts and orchestrated innovative marketing campaigns to boost awareness, engagement, and sales.
- Coordinated meetings between project members and clients to develop ideas, discuss progress, and set goals.
- Provided store management with detailed monthly info packs regarding social media insights and performance results.

**Store Assistant****2014***International Brand Management & Retail Group***Event Coordinator and Assistant****2012 – 2013***Boutique High-End Event & Design Atelier*

- Coordinated complex schedules and timelines for high-profile events.
- Liaised with marketing and PR colleagues to promote special events in social calendars.
- Managed communications with external catering, lighting, and sound vendors to negotiate and obtain price quotes.
- Consulted with clients to determine specific objectives and requirements for high-end events.

**EDUCATION****Aleit Academy & ICA / IEP****2011**

Diploma in Event Coordination

**St Anne's Diocesan College****2009**

Senior Certificate

**CERTIFICATIONS**

- **Instagram Marketing Course: Grow Followers Organically (2024)**
  - **Diploma in Social Media Marketing: Alison (2015)**
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