

RooCruit

CLAIRE

Senior Account Director & Communication Specialist

Cape Town, South Africa

PROFESSIONAL SUMMARY

A passionate and people-centric leader with extensive experience in driving marketing, PR, and communications excellence for major South African brands. Highly skilled in storytelling and brand vision, I specialize in navigating complex corporate environments through strategic thinking, creative leadership, and meticulous project management. With a gold-standard track record in reputation management and stakeholder relations, I thrive on creating meaningful brand experiences while fostering a positive, high-performance team culture.

KEY SKILLS

- Strategic Communication Planning
- Reputation & Crisis Management
- Stakeholder & Media Relations
- Integrated Team Leadership
- CSI & Corporate Citizenship
- Digital Marketing & Website Strategy
- Content Development & Copywriting
- Event & Exhibition Management
- Budget & Internal Finance Oversight
- Project Management (Agile & Traditional)

PROFESSIONAL EXPERIENCE

Senior Account Director | *Leading Creative PR and Communications Agency* Oct 2020 – Present

Heads the Corporate client portfolio, managing integrated teams across PR, design, and digital departments. Focuses on expanding corporate divisions into African markets and

elevating client service offerings.

- Leads key accounts for a Major Beverage Foundation, National Financial Services Provider, and a Leading Sustainable Manufacturing Group.
- Oversees internal agency finances, project systems, and collateral development.
- Drives agency CSI initiatives and fosters internal people culture.
- Strategic lead on reputation management, digital marketing, and thought leadership for high-profile corporate clients.

Account Director | *Strategic Communications Consultancy*

Jan 2019 – Sept 2020

- Curated and managed publicity for a major National Legacy Exhibition at Cape Town City Hall.
- Directed stakeholder management and strategic communications for the City of Cape Town Transport Directorate.
- Managed publicity for Africa's largest healthcare exhibition and a leading national insurance aggregator.

Local Economic Development & Tourism Manager | *Regional South African Municipality* 2015 – 2018

Managed economic development and tourism initiatives across eight towns in the Overberg region, focusing on regional growth and brand positioning.

Senior Account Manager | *Boutique PR & Brand Agency*

2011 – 2015

Managed publicity and media liaison for world-class sporting events (including the world's largest individually timed cycle race) and premier hospitality brands.

General Manager | *Luxury International Safari & Hospitality Group*

2004 – 2010

Full operational and strategic leadership of high-end lodge facilities in the Kruger Park region.

Corporate Social Investment Team Co-ordinator | *Tier-1 International Investment Bank* 2001 – 2004

Account Manager | *International Brand Consultancy (UK)*

1998 – 2001

AWARDS & INDUSTRY RECOGNITION

The PRISM Awards (Industry Excellence Recognition):

- *2023: Silver Award – Corporate Citizenship Communications*
- *2022: Gold Award – Corporate Communications (B2B)*
- *2021: Best Small Agency*
- *2020: Best Mid-Sized PR Consultancy & Silver Award for Public Sector Communications*

EDUCATION

Damelin College, Johannesburg

IMM - Marketing Management

Red & Yellow Creative School of Business, Cape Town

Project Management

INTERESTS

Outdoors, 4x4, birding, hiking, reading, painting, history, and travel.