

CHAYLI

Graphic Designer | Marketing Coordinator

RooCruit

South Africa (Remote Friendly)

PROFESSIONAL SUMMARY

Highly creative Graphic Designer and Marketing Coordinator with over 5 years of experience spanning digital marketing agencies and health & beauty brands. Proven expertise in combining artistic talent with technical proficiency to manage e-commerce platforms, develop brand identities, and execute multi-channel marketing campaigns. Strategic thinker known for a proactive approach to project management, relationship building, and high-quality visual storytelling.

KEY SKILLS

Technical & Design:

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Web Design & Management (Shopify, WordPress, Figma)
- Product & Package Design
- Print & Digital Layouts
- Social Media Management & Strategy

Marketing & Operations:

- Project & Campaign Management
- SEO & Google Ads Foundations
- Client Liaison & Relationship Management
- Instructional & Curriculum Design
- Customer Service & Influencer Briefing

PROFESSIONAL EXPERIENCE

Graphic Designer | Website Manager | Product Designer

April 2023 - Present

Premium International Health & Beauty Brand

- Responsible for end-to-end product design, including aesthetic packaging and legally compliant layout of vital information.

- Manage e-commerce operations on Shopify, handling image management, SKU checks, stock control, and app implementations.
- Execute monthly digital campaigns (e.g., Black Friday, Awareness Months) across social media through content creation and copywriting.
- Oversee website maintenance, ensuring seamless theme updates and monthly homepage banner refreshes.
- Assist with event marketing, designing promotional materials, menus, and capturing behind-the-scenes content.

Graphic Designer | Marketing Coordinator | Client Liaison Nov 2019 - March 2023

Full-Service Digital Marketing Agency

- Adopted a holistic marketing approach, managing social media portfolios for multiple clients across various platforms.
- Managed the complete design lifecycle for digital and print assets, including brochures, social ads, and video post-production.
- Served as a primary client liaison, conducting weekly check-ins, onboarding meetings, and presenting creative planners for approval.
- Maintained diverse client websites on WordPress and Shopify, ensuring high performance and visual consistency.
- Coordinated closely with suppliers and printers to manage pricing, file preparation, and final production quality.

Junior Graphic Designer | Junior Instructional Designer June 2018 - Oct 2019

Specialized Skills Development & EdTech Solutions Provider

- Developed graphic materials and curriculum content to support the implementation of IT programs in schools.
- Created infographics, iconography, and training manuals tailored for educators and students.
- Managed organizational social media presence on LinkedIn, Facebook, and Instagram to optimize community engagement.
- Provided technical support and onboarding for new teachers, assisting with MS Office deployments and classroom equipment sourcing.

EDUCATION & CERTIFICATIONS

- **Diploma in Digipreneurship** | RCM School of Excellence (2020 - 2021)

- **Core Competencies:** Google Ads, SEO, Social Media Strategy, Web Development, Animation, Mobile Application Design.

SOFT SKILLS

Problem Solving Adaptability Time Management Attention to Detail
Remote Work Collaboration Creative Conceptualization

LANGUAGES

- English (Fluent)