

KELSEY

Marketing Director & Brand Strategist

PROFESSIONAL SUMMARY

A passionate marketing expert and strategic leader with over 15 years of experience in brand management and business growth. Specializing in bridging the gap between brand vision and human connection, I have a proven track record of transforming boutique agencies into integrated marketing forces. With a Master's degree in Marketing Management and extensive experience as an industry lecturer, I combine academic rigor with creative, data-driven strategies for both B2B and B2C global markets.

KEY SKILLS

- Brand Strategy & Identity
- B2B & B2C Marketing
- Multi-channel Campaign Execution
- Lead Generation & Nurturing
- Executive Team Leadership
- Content Strategy & Copywriting
- Digital Communication & SEO
- Hubspot, Zoho, WordPress & GA
- Adobe Illustrator & Premiere Pro
- Market Research & Analysis

PROFESSIONAL EXPERIENCE

Co-Founder & Managing Director

May 2019 – Present

Integrated Creative & Marketing Agency

Played a pivotal role in transforming the agency from a conventional social media shop into a strategic brand partner. Oversee day-to-day operations and implement high-level strategic plans for international clients.

- Lead an integrated team within a "people-to-people" business model.
- Develop result-driven strategies and compelling content for diverse international portfolios.

- Consult for B2B marketing and brand strategy to ensure long-term business growth.

Head of Marketing

Current

UK-Based B2B Media & Information Company

- Develop and execute multi-channel strategies to drive brand growth and audience engagement.
- Collaborate with Sales teams to ensure data-driven campaigns support revenue goals.
- Oversee lead generation and nurture strategies, optimizing landing pages and email sequences.
- Analyze campaign data to deliver actionable insights and refine digital positioning.

Marketing Consultant & Freelance Writer

April 2016 – May 2019

Independent Marketing Consultancy

- Developed and implemented a marketing campaign for a major production released on Netflix.
- Collaborated with US-based firms to develop marketing procedures for international markets.
- Consulted on online media management, brand identity, and corporate packaging for various firms.
- Produced freelance content for globally recognized industry blogs.

Strategic Marketing Lecturer

2012 – 2022 (Concurrent Roles)

Various Higher Education Institutions (Vega, Inscope, Boston Media House, University of Pretoria)

- Taught Marketing 1-3, Consumer Behaviour, Brand Management, and Digital Communication.
- Developed curriculum for Digital Communications, incorporating UX/UI principles and SEO.
- Connected industry partners with academia to deliver "live briefs" and work-integrated learning.

Marketing, Sales & PR Manager

2014

Premium Culinary Arts Academy

EDUCATION

Master of Commerce in Marketing Management

University of Pretoria

Bachelor of Commerce (Honours) in Marketing Management

University of Pretoria (Cum Laude)

Bachelor of Commerce in Tourism Management

University of Pretoria (23 Distinctions)

PUBLICATIONS & ACADEMIC ACHIEVEMENTS

- **International Journal of Consumer Studies (2016):** "The Behavioural Intentions of Specialty Coffee Consumers in South Africa."
- **Society & Animals Journal (2014):** "Companion Animal Attachment and Guardian Behaviors."
- **Consulta Research Prize:** Best research project for Honours class.
- **Golden Key Honour Society:** Membership awarded to top 15% of university students.

LANGUAGES

- English (Native/Professional)