

## ROOCRUIT

# ALICIA

Graphic Designer • Web Designer • Digital & Marketing Manager

Kraaifontein, Cape Town, South Africa

## PROFESSIONAL SUMMARY

A qualified graphic designer with over 9 years of experience in dynamic marketing environments and digital agencies. Expert in creating innovative artwork for large-scale retail campaigns, curating high-engagement social media content, and managing comprehensive web presences. Dedicated to delivering creative solutions that enhance brand visibility, drive traffic, and foster meaningful community engagement through strategic multi-channel initiatives.

## KEY SKILLS & EXPERTISE

### Technical Skills:

Adobe Illustrator

Adobe Photoshop

WordPress

Canva

MS Office

CorelDraw

Adobe Lightroom

### Expertise:

Retail Marketing

Meta Business Suite

Google Ads

SEO & GA4

Brand Identity

Web Design

Print Production

## PROFESSIONAL EXPERIENCE

### DESIGN, DIGITAL & BRANDS MANAGER

July 2023 – Present

Leading Marketing & Events Agency (Retail Sector)

- Implement comprehensive marketing strategies to drive traffic, sales, and brand awareness for various shopping centres.

- Develop annual marketing plans, budgets, and promotional calendars aligned with business objectives.
- Oversee the execution of campaigns positioning shopping centres as premier retail and lifestyle destinations.
- Ensure consistent brand messaging across digital, print, OOH, broadcast, and social media.
- Manage digital marketing efforts including website maintenance, email marketing, and content calendars for 8 different shopping centres.
- Coordinate on-site events and community engagement activities to enhance customer experience.

## **DIGITAL ACCOUNT MANAGER**

July 2022 – May 2023

*Full-Service Digital Marketing Agency*

- Managed end-to-end project lifecycles from strategic content creation to campaign execution.
- Conceptualized briefs for social media calendars, Google Ads, and website redesign/build projects.
- Provided detailed performance reporting to clients using Google Analytics (GA4).
- Facilitated seamless communication between the agency, clients, and third-party suppliers.
- Set up and optimized Facebook Business Suite and LinkedIn ad accounts for performance.

## **MARKETING COORDINATOR**

Nov 2019 – July 2022

*Strategic Relationship Marketing Firm*

- Developed brand strategies to achieve sales targets, managing budgets and creative workflows.
- Secured corporate sponsorships and produced ROI reports for stakeholders.
- Collaborated with the design studio to execute visual elements for multi-channel campaigns.
- Managed exhibition court sales and maintained proactive communication with retail tenants.
- Reconciled monthly budgets and updated financial forecasts for the year.

## **GRAPHIC DESIGNER & WEB MARKETER**

March 2018 – July 2019

### *Leading IT Hardware Distributor*

- Designed digital artwork for company websites and high-frequency emailer campaigns.
- Conceptualized marketing materials for international IT brands (Cooler Master, DeepCool, UGreen, etc.).
- Produced monthly retail catalogues and managed front-end website updates.
- Scheduled daily promotional material to a large B2B database.

## **GRAPHIC DESIGNER**

July 2014 – Feb 2018

### *International Logistics & Fulfilment Provider*

- Developed creative concepts for global tech brands including Kaspersky and Microsoft.
- Prepared print-ready artwork for packaging, quick start guides, and software sleeves.
- Managed the full project lifecycle from design brief to final press approval.
- Conducted quality control at printing facilities to ensure brand standards were met.

## **EDUCATION & CERTIFICATIONS**

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- **Digital Marketing Certification** – Red & Yellow Creative School of Business (2023)
- **Business & Office Management** – eLearn SA (2019)
- **PC Technician A+** – Computer Training Solutions (2015)
- **International Certificate: Graphic Design & Web Design** – CTU Training Solutions (2011)
- **Grade 12 Senior Certificate** – Keimoes High School (2010)

## **LANGUAGES**

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English (Fluent), Afrikaans (Native)

## **AWARDS**

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**Award for Excellence** – Received in 2020 for outstanding performance in Relationship Marketing.