

RooCruit

MICHELLE

Cape Town, South Africa

Senior Marketing & Communications Consultant

PROFESSIONAL SUMMARY

A highly versatile Senior Marketing, Communications, and Digital Consultant with over 23 years of experience across online marketing, advertising, PR, and strategic management. Proven track record in orchestrating high-impact B2B and B2C campaigns for global brands, specializing in client service and brand building. Expert in managing the end-to-end lifecycle of marketing initiatives, from conceptual strategy and content creation to digital implementation and post-campaign analysis.

KEY SKILLS

- Strategic Marketing & PR Planning
- Digital & Social Media Strategy
- B2B & B2C Brand Management
- SEO & Content Strategy
- Account & Project Management
- Budgeting & Financial Tracking
- Stakeholder & Media Liaison
- HTML & Web Project Management

PROFESSIONAL EXPERIENCE

Freelance Portfolio Marketing Manager

November 2024 – Present

UK-Based Marketing Agency

- Assisting with the implementation and rollout of numerous global B2B marketing campaigns for the Smart Locking sector.
- Delivering on set marketing and sales objectives for brands operating across France, Germany, the UAE, Ireland, and the USA.
- Providing strategic support for 2-4 days a week to ensure consistency in global messaging and campaign execution.

Marketing and Communications Consultant / Business Owner

August 2011 – Present

Marketing and Communications Consultancy

Provided outsourced Marketing Management and PR services to a diverse portfolio of over 50 brands across FMCG, Retail, Finance, Technology, and Education.

- **Strategic Planning:** Developing and implementing communications strategies, brand hierarchy key messages, and promotional roadmaps to drive awareness and loyalty.
- **Digital & SEO:** Planning and overseeing new website developments, managing content updates, and implementing SEO functionality to optimize site performance.
- **Public Relations:** Managing media liaison, influencer partnerships, sponsorship leverage, and product placement initiatives.
- **Social Media:** Development of monthly content calendars and daily community management across various platforms.
- **Content Generation:** Writing and editing all online/offline copy, including SEO-focused website content, newsletters, press releases, and advertorials.
- **Project Management:** Overseeing end-to-end execution of marketing campaigns, including budgeting and production oversight with designers and printers.

Account Director & Executive Committee Member

October 2005 – June 2011

Strategic Communications Consultancy

- **Brand Stewardship:** Represented major international beverage brands (including global beverage brands and spirit labels) and retail groups.
- **Strategic Launches:** Provided strategic direction for major market launches and product re-brands (e.g., brand-zero launches and line extensions).
- **Team Leadership:** Managed and mentored Account Executives and Account Managers; overseeing total job flow from brief to creative production.
- **New Business:** Successfully secured and onboarded multiple high-profile international beverage accounts.
- **Financial Management:** Managed and forecasted budgets to ensure profitability and strict cost control across all assigned accounts.

Account Manager

July 2004 – September 2005

Leading International Advertising Agency

- Managed the second-largest brand in a major Tobacco portfolio within a highly regulated "dark marketing" environment.
- Developed comprehensive launch and communication strategies for product range extensions, involving extensive market research and retail media strategy.
- Collaborated with creative teams to develop innovative Direct Marketing Loyalty Programmes and in-pack communication elements.

UK Retention Brand Marketer

May 2001 – June 2004

Global Online Marketing Services Company

- Devised long-term retention strategies focusing on customer lifetime value, purchasing behavior, and win-back initiatives.
- Managed interactive online promotions, including flash games and quiz-based campaigns.
- Developed brand "personalities" for automated communications to humanize customer relationship management.
- Handled HTML coding for e-mailers and performed quality control/sign-off for seven brands within the company.

EDUCATION

Diploma in Advertising (Specialization in Client Service)

AAA School of Advertising | Passed with Honours | 1994

Matriculation (with Exemption)

Sisekelo High School | 1992

CERTIFICATIONS

- **International Certificate in Direct Marketing:** DMA South Africa (IMM) – Honours Pass
- **Diploma in Journalism:** Damelin – Distinction (86%)
- **Certificate in Basic Principles of PR:** Damelin – PRISA Accredited
- **HTML Training:** Basic, Intermediate, and Advanced (Forwardslash)
- **Advanced Training:** Assertiveness, Time Management, Conflict Management, and YouTube/SoundCloud Marketing

LANGUAGES

English and Afrikaans (Fluent)
