

Reinard

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Chief Marketing Officer | AI & Digital Strategy Leader

Johannesburg, South Africa

PROFESSIONAL SUMMARY

Strategic marketing executive and AI innovator with over 20 years of leadership across digital transformation, generative AI, and integrated revenue strategy. A pioneer in predictive analytics and multimillion-rand campaigns, with a proven track record of delivering award-winning digital ecosystems. Adept at combining data intelligence with creative technologies to drive measurable business growth, customer engagement, and operational excellence.

KEY SKILLS

- AI-Driven Marketing & Revenue Optimization
- Predictive Analytics & Data Intelligence
- Generative AI: Suno, Firefly, Sora, Lovable, 11Labs
- Google Ads, Meta Business Suite, CRM Platforms
- Content Strategy, SEO & Omnichannel Campaigns
- Strategic Sales, Media & Leadership
- Digital Ecosystem & Platform Development
- HTML, CSS, JavaScript (Technical Fluency)

PROFESSIONAL EXPERIENCE

Chief Marketing Officer

Mar 2012 – Jun 2025

Major South African Cultural & Tourism Organization

- Spearheaded digital transformation from traditional media to tech-enabled revenue models.

- Implemented AI-led campaigns and CRM automation, significantly improving engagement and lead conversion rates.
- Developed a comprehensive digital content ecosystem supporting bookings, media archive access, and targeted advertising.
- Led cross-functional teams across creative, tech, and commercial departments to drive cultural and strategic innovation.
- Contributed to predictive analytics research informing long-term strategic planning.

Founder & Lead Consultant

Oct 2014 – Present

Specialist AI Marketing & Digital Growth Consultancy

- Built a consultancy focused on AI marketing automation, generative design, and revenue optimization for SMEs.
- Led high-impact campaigns utilizing Meta Ads, Google Ads, and AI content tools including Canva, Renderforest, Firefly, and Sora.
- Delivered full-stack website and app solutions driven by UX data and predictive models.
- Positioned diverse clients for digital growth through automation workflows, customer insights, and hyper-personalized content.

Various Leadership Roles (Publisher / General Manager)

Jan 2000 – Mar 2012

Leading National Media & Publishing Group

- Held multiple senior roles including Publisher, National Sales & Marketing Manager, and General Manager for high-profile news publications.
- Managed national sales teams and executive-level media deals, consistently exceeding high-value revenue targets.
- Awarded "Salesperson of the Year" for the highest revenue performance within the group.
- Directed the strategic digital shift for web and mobile media platforms during early-stage innovation phases.

EDUCATION

Master's Candidate – Strategic Marketing

Northwest University | Expected 2025

BCom Honours in Marketing Management (Cum Laude)

University of South Africa | 2023 – 2024

BCom in Marketing Management

University of South Africa | 2001 – 2005

CERTIFICATIONS

- AI Masterclass: Artificial Intelligence in Business – North-West University (2023)
- Content Marketing & Online Advertising – Red & Yellow Creative School of Business
- Team Conversational Norm Diagnostics (Right Conversation)

LANGUAGES

English: Native | **Afrikaans:** Native

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