

CHARLENE

Graphic Designer, Digital Marketer & Professional Scrum Master

PROFESSIONAL SUMMARY

Multi-disciplinary professional with a robust background in Graphic Design, UX Design, and Digital Marketing. A certified Professional Scrum Master (PSM I) with a proven track record of managing end-to-end creative projects, driving lead generation, and enhancing digital presence. Experienced in bridging the gap between design aesthetics and technical project management to deliver high-performing solutions.

KEY SKILLS

Adobe Illustrator & Photoshop	InDesign & After Effects	Figma (UI/UX Design)
Digital Marketing & SEO	Scrum & Agile Processes	WordPress Management
Lead Generation	Project Management	Video Editing

PROFESSIONAL EXPERIENCE

Leads Gen, Digital Marketing Manager, Graphic Designer & Project Manager **2020 – Present**

South African IT Solutions & Services Provider

- Creating and managing comprehensive digital marketing content and analyzing social media statistics to drive performance.
- Designing internal brand assets including company profiles, logos, invitations, and marketing collateral.
- Developing high-fidelity UI/UX designs using Figma for digital products.
- Collaborating closely with the sales team to generate high-quality leads.
- Executing end-to-end video production and editing for promotional content.

- Solely responsible for recreating and maintaining the company website using WordPress.

Assistant Operations Manager

2018 – 2020

Specialized Healthcare & Wellness Facility

- Managed digital marketing content and created internal designs to support business growth.
- Handled client relations, including appointment scheduling and communication via various digital channels.
- Oversaw operational administrative tasks including invoicing, filing, and payment processing.
- Performed specialized technical tasks including photography-purposed 4D/HD ultrasound scans.

EDUCATION

Diploma in Digital Marketing & SEO (NQF Level 5)

Upskillist | 2023

Diploma in UX Design (NQF Level 5)

Upskillist | 2023

Diploma in Graphic Design (NQF Level 5)

Shaw Academy | 2019 – 2020

GED (General Educational Development / USA High School Equivalent)

Brainline | 2017 – 2018

CERTIFICATIONS

Professional Scrum Master I (PSM I)

Scrum.org | 2025

TOOLS & LANGUAGES

Word, Excel, PowerPoint

Agile Methodologies

English (Proficient)