



TRAITS

- CONSCIENTIOUS**
- SOCIABLE**
- DRIVEN**

EXPERIENCE LEVEL

15+ YEARS

EMPLOYMENT

- Vino Fandango
- Southcorp Wines Limited
- Diageo
- United Distillers & Vintners

WORK ELIGIBILITY

- United Kingdom
- Ireland
- South Africa

LANGUAGES

- English
- Afrikaans

WILLING TO WORK FROM



ABOUT ME

Highly organised, creative, dedicated, and professional marketer with 15 years experience within the Wine & Spirits industry. A clear and concise communicator, a team player, logical thinker, and fast learner who uses her own initiative. Assertive when required - my enthusiasm, skill, and work ethic is an asset to any organisation.



DOMAIN KNOWLEDGE

SPECIALISMS

Advertising	Client Management Digital Marketing Brand Management
Social Media	Social Media Analysis
Alcoholic & Soft Drinks	Quality Assurance Sales & Marketing Product Design
Brand Management	Customer Analysis Competitor Analysis
Market Research	Pricing Research



TECHNOLOGIES

- Brandwatch
- Covered Press
- HubSpots Public Relations Kit
- MailChimp
- Marketo
- Optify
- PRWeb
- Prezly
- TapClicks
- ThriveHive



SKILLS

- Written Communication
- Personal Motivation
- Attention To Detail
- Working with Vendors
- Creativity & Innovation
- Verbal Communication
- Developing Schedules
- Interpersonal Skills
- Planning & Organisation
- Multi-tasking



QUALIFICATIONS

- Post Graduate Diploma in Marketing Management**
University of Cape Town (Dec 2004)
- Photoshop Course - Faculty of Humanities - A**
University of Cape Town (Jan 2014)
- WSET Level 3 Advance Certificate in Wines & Spirits - Pass with Merit**
WSET (Jan 2005)
- Level 1 Wine & Spirits Education Trust - A**
WSET (Jul 1997)
- Bachelors of Social Science majoring in Economics and Industrial Psychology**
University of Cape Town (Dec 1993)



RECENT PROJECTS

- Trade Secret - Senior Manager** (Jan 2014 - Feb 2020)
Development and support of all marketing activities for Trade Secret resulting in successful increase in customer satisfaction feedback.
- The Ooh Box - Marketing Manager** (Feb 2012 - Sep 2013)
I was involved in a wide variety of aspects in supporting the launch of this new business and how to effectively market it.
- Vino Fandango - Marketing Director** (Feb 2020 - Ongoing)
Development of an exciting and dynamic new website including all marketing support. This involved planning, creation, artwork, promotions, customer & supplier relations etc.



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