

# PHILIPPA MARCHANT



## CONTACT DETAILS

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🌐 Greater London

## PEOPLEHAWK LIVE PROFILE



## PROFESSIONAL SKILLS

### Marketing, Advertising & PR

- ★★ Develop & Evaluate Digital Marketing Campaigns
- ★★★★ Manage the Marketing Budget
- ★★ Strategic Marketing Plans

### Programme & Project Management

- ★★★★ Creating Charts & Schedules
- ★★★★ Developing a Budget
- ★★★★ Developing Schedules
- ★★★★ Monitoring & Reporting Progress
- ★★ Team Leadership
- ★★ Working with Vendors

## TRANSFERRABLE SKILLS

- ★★ Adaptability
- ★★ Analytical Skills
- ★★★★ Attention To Detail
- ★★ Creativity & Innovation
- ★★ Critical Thinking
- ★★★★ Interpersonal Skills
- ★★ Multi-tasking
- ★★ Personal Motivation
- ★★★★ Planning & Organisation
- ★★ Resilience
- ★★★★ Verbal Communication
- ★★★★ Written Communication

## TECHNOLOGIES

- ★ Brandwatch
- ★★ Covered Press

## SUMMARY PROFILE

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.

## KEY PROJECTS

**Vino Fandango** Feb 2020 - Ongoing  
Marketing Director

Development of an exciting and dynamic new website including all marketing support. This involved planning, creation, artwork, promotions, customer & supplier relations etc.

**Trade Secret** Jan 2014 - Feb 2020  
Senior Manager

Development and support of all marketing activities for Trade Secret resulting in successful increase in customer satisfaction feedback.

**The Ooh Box** Feb 2012 - Sep 2013  
Marketing Manager

I was involved in a wide variety of aspects in supporting the launch of this new business and how to effectively market it.

## EMPLOYMENT HISTORY

**Vino Fandango** Apr 2019 - Ongoing  
Marketing Director

Development of website, all marketing support - planning, creation, artwork, promotions, customer & supplier relations etc.

**Southcorp Wines Limited** Oct 2002 - Jun 2005  
On Trade Marketing Manager

**Rosemount Estate** Oct 1999 - Sep 2002  
Marketing Manager

**Diageo** May 1998 - Jun 1999  
Marketing Assistant  
Malibu Rum

**United Distillers & Vintners** Jan 1996 - Apr 1998  
Market Development Assistant  
Consumer Planning Department at UDV

## QUALIFICATIONS & ACHIEVEMENTS

### Professional Qualifications

**Post Graduate Diploma in Marketing Management** Jan 2004 - Dec 2004  
University of Cape Town

### Higher Education

**Photoshop Course - Faculty of Humanities** Oct 2013 - Jan 2014  
University of Cape Town

- ★★ HubSpots Public Relations Kit
- ★★★ MailChimp
- ★★★ Marketo
- ★★ Optify
- ★★ Prezly
- ★★ PRWeb
- ★★★ TapClicks
- ★★★ ThriveHive

**WSET Level 3 Advance Certificate in Wines & Spirits** Jan 2004 - Jan 2005  
WSET

**Level 1 Wine & Spirits Education Trust** Jan 1997 - Jul 1997  
WSET

**Bachelors of Social Science majoring in Economics and Industrial Psychology** Jan 1991 - Dec 1993  
University of Cape Town

### Secondary Education

**English** Dec 1989  
Rhenish Girls High School -

**Afrikaans** Dec 1989  
Rhenish Girls High School -

**Biology** Dec 1989  
Rhenish Girls High School -

**Geography** Dec 1989  
Rhenish Girls High School -

**Accounting** Dec 1989  
Rhenish Girls High School -

**Maths** Dec 1989  
Rhenish Girls High School -

### INTERESTS

Creative writing, Hiking, Painting, Reading, Socialising.