



ester van der merwe

Contact No: 083 635 5119
Email: estervaneeden@gmail.com



PERSONAL DETAILS

Address: 725 Waterval Road, Little Falls
Contact No: 083 635 5119
Email: estervaneeden@gmail.com

Fully equipped Mac with all relevant licenced software, fibre and workspace.

Date of Birth: 25 April 1978
ID: 7804250049085
Nationality: RSA
Gender: Female
Marital Status: Married
Dependants: 2 boys
Transport: Own (Code EB)

INTRODUCTION

With over 22 years experience in the creative and marketing/digital industry, I believe I have a comprehensive understanding of the needs of clients. This gives me a unique approach in communicating with clients/accounts, while managing projects. I believe true creativity blossoms with limitations e.g.: budgets and resources.

I thrive on working with teams to achieve deadlines without compromising detail. My passion and motivation is guiding clients towards best suited solutions in order to achieve their financial goals, while always motivating the creative teams.

PERSONAL STRENGTHS

I am naturally a creative person and like to come up with unique and interesting ideas for my home, with my kids and for hosting minor events. My greatest strengths are being list and detail orientated. I work great under pressure without getting flustered - while being consistent and patient. I have big ideas and am able to implement even under restrictions or crisis.

I am good at people relations, and can assess people and situations well.

KEY COMPETENCIES

- Great leadership and relational skills
- Strategic thinking and problem solving
- Abundant creative ideas together with understanding client's needs & vision
- Sufficient awareness of trends and news
- Financial management
- Project management
- Excellent communication & insight into both the clients needs and the creative team's capabilities
- Excellent in compiling presentations as well as pitching and presenting to management and client
- Good with timelines and deadlines
- Detail orientated

RELEVANT SKILLS

- Advanced skills in design software - Indesign, Illustrator, Photoshop, (Adobe suit) Corel Draw
- Well-rounded in Final Cut & Premier - editing, music, transitions, grading, effects etc.
- Proficient in google ads and animation
- Proficient in all current Planner and team chat application
- Powerpoint and Keynote for advanced presentations
- Good all round IT skills (hardware & software)
- Skills in story boards, pre and post production, directing, staging
- Product photography and minor filming for digital advertising purposes
- Vast experience in project management and implementation of events and exhibitions.

CAREER HISTORY

2019 - current **FREELANCE**

Creative Director, Graphic Designer, Video Editor

COMPANY **wefuse**

'wefuse' is an international digital agency set on innovation and creativity, they run multiple digital platforms. They currently have branches in JHB, CT and Amsterdam. Working hours: +- 20 - 30hrs a week.

PROJECTS

- Lookbooks for Brentwood, Dickies, Mille, Samson
- Rookie fashion show video
- Honda new website design together with team
- Honda Digital Media (Social media, Google adds), as well as video edits for new car launches
- Converse Digital Campagne (during lockdown) - Got nominated for 2020 Looerie awards (did Looerie video submission)
- GAP store launch Social Media
- Tommy Hillfiger Social Media
- News Cafe strategy and presentations
- Pin strategy and presentations
- wefuse manifesto and presentation template

DUTIES

Concept and initial designs for Campaigns as well as setting up presentations (including analytics). Rollout of campaigns ***, setting up tasks for teams and communicating with clients.

*** Rollouts included: Social media carousels, stories, statics, 6s video clips, 30s video clips, google adds.

COMPANY **Fané**

Fané is a wholesale company that has 3 divisions - Gifting; Restaurant; Glass decorating. They have branches in JHB and CT. They decided to outsource all marketing. Working hours: +- 10 -15 hrs a week.

PROJECTS

- 250pg Catalogue of all their products (for print) - included product photography and deep etch
- Occasional Marketing banners eg: SALE, Valentine's, Woman's Day etc.
- Bulk emailers of promotions
- Social Media adverts
- Web adverts
- New product photography and deep etch

DUTIES

Concept and design of campaigns as well as product photography, curving and colour separated possies for glass and ceramic branding. Redrawing of logos for promotional branding and for SAB

COMPANY **Col'Cacchio Silverstar**

Working hours: +- 12 - 15 hrs a month.

PROJECTS

- Managing Social Media Platforms including design and video edits
- Menu design for print
- Product photography and styling
- Concept and Marketing strategies

COMPANY **Solar Imports**

PROJECTS

- New website
- Logo design & stationary
- Promotional banners
- Product photography

COMPANY **MaataData**

PROJECTS

- Website
- Logo design, stationary and presentation templates
- Design of CHAT app
- Digital advertising banners

ADDITIONAL CLIENTS, FOR TIME PERIOD 2019 - 2021 AVAILABLE ON REQUEST

July 2015 - 2018 **FANEL GLASSWARE**

Position: Marketing Manager

Fané is a wholesale company that has 3 divisions - Gifting; Restaurant; Glass decorating. My main role was overseeing the gifting department in serving both the client's needs and the department's marketing needs. On some occasions my skill sets would cross over into the other two departments.

DUTIES:

- General management of the gift division's sales team, which included setting targets, weekly reports, analysing stock and sales reports.
- Managing key accounts e.g. Takealot; Arcoroc, SAB etc.
- Meeting with top clients with regards to sales, products and client service including merchandising and advertising requirements.
- Research on target markets with strategies and feedback to both clients and Fanel management.
- Setting up budgets for major events, monitoring budgets/costs and post- analysis of budgets and profits.
- Research and pursuing ways to acquire new clients.
- Implementing marketing ideas and strategies, including advertising.
- Project management including concepts, research and hands-on implementation for exhibitions like SARCEA, Hostex, Wedding Expo, Homemaker's Expo and Markex.
- Traveled to China, Honk Kong and Germany to source new products for the company.

CLIENTS SERVICED:

Takealot; SAB; Consol; Arc International; West pack group; PNA group (Tommy Roodt); Grandiflora; Dulce; Chef & Sommelier, HomeCorp, YuppyChef etc.

January 2011 - June 2015 **iSTUDIO / TMQ MARKETING DEVISION**

Position: Creative Director and Marketing Manger

iStudio was an advertising company that I held the position of creative director and soon also got account management and marketing manager duties. iStudio evolved into TMQ in 2013, where my main position was account manager and as well as assisting in the creative director role.

DUTIES:

- Managing all accounts/clients in Ghana and Botswana (confidential)
- Liaison between the clients and the creative team.
- Project management and implementation of marketing strategies including social media.
- Meeting with clients to get a clear understanding of their vision and goals and how we could efficiently meet their needs - by selling the agency's strengths.
- Allocation of client budgets, time lines and reporting status of their accounts.
- Making sure the creative team stayed within the allocated deadlines and the client's budgets and resources.
- Achieving sales targets and research on new and potential business leads.



TMQ MARKETING DEVISION (cont.)

- Helped brainstorm with the creative team to accomplish best results.
- Brand management for company and for clients.
- Meeting and following up with suppliers.
- Concepts and implementation for events and exhibitions.
- Promotional video clips.
- Sourcing of promotional items.

EXAMPLES OF CLIENTS SERVICED:

Nedbank CA division; Wiesenhoff; SAB; Bic; ExeQ-pro; Quemic; TigerEye; Fanel; Engaged; Online Intelligence; Beautiful Beginnings; Loreal; Afrisam; TMQ Business Solution etc.

January 2008 - December 2010 **SHOCKING PINK**

Position: Creative Director and Marketing Manager

Shocking Pink was a promotional and printing company. As the creative director my roles included project management and account management.

DUTIES:

- Conceptualising and implementing brands for new companies.
- Acquiring new clients including presentations.
- Coming up with strategies; look & feel for advertising requirements including all implementation.
- Project management for exhibitions that the company participated in like SARCD and Markex. This included concepts, budgets and sales.
- Creative meetings with clients to understand requirements of advertising needs and managing implementation with the creative team.
- Marketing and advertising research and strategies for the company.
- Product development.
- Product photography for advertising.
- Website design.
- All social media platforms.
- Sourcing promotional items for both the company and clients.
- Managing deadlines and production.

EXAMPLES OF CLIENTS SERVICED:

Multi Choice; MTN; Coca-Cola; FIFA World Cup projects; Cardies; Bayles & Harding; Polyoak; Tiger Brands; Northlands group of companies etc.

August 2004 - December 2008 **LIBERTY**

Position: Creative Director and Video Editor

My role at Liberty was quite diverse as we were a small team that ran a monthly magazine; weekly video promotions; did team building occasions; hosted conferences; worked allot with charities and did themed events and shows.

DUTIES:

- Design of all advertising materials.
- Scripted, filmed and edited video promos.
- Concepts and implementation of themed events and conferences.
- Meetings with clients to brainstorm ideas and the look & feel of events.
- Photography.
- Website & Social media.
- Sourcing of promotional items.

January 2004 - July 2004 Traveled to the USA
Position: Freelance Graphic Designer & Photographer

January 2000 - December 2003 DECOR PLUS
Position: Graphic Designer

DUTIES:

- Sales for designs on products (client base mostly promotional companies)
- All advertising designs for printed mediums, social media and email marketing.
- Websites.
- Colour separations and setups for screen printing.
- Product Photography.

1999 Traveled to the UK
Position: Freelance Graphic Designer

ADDITIONAL FREELANCE CLIENTS FROM 1999 - 2018 AVAILABLE ON REQUEST

ACADEMIC

2020 Google Analytics for Beginners
done through wefuse

2016 Imsimbi Courses
Presentation Skills & Communication
Frontline Communication & Customer Service

2014 Varisty College Diploma
Business Management
Subjects: Finance; Marketing; Strategy; Business Law; HR

2000 - 2012 Independent Courses
Digital Photography
Final Cut
Dreamweaver
Psychology 3 (through UNISA)

1998 Damelin Fulltime Diplomo
Graphic Design & Animation

1996 - 1997 Stellenbosch University
BSC
Subjects: Maths 1 & 2; Physics 1; Psychology 1 & 2;
Computer Skills 1; English Language & Marketing;
Political Science 1; Industrial Psychology

TERTIARY EDUCATION

1990 - 1995 Florida Park High School

Maths Higher Grade : B
Science Higher Grade : C
Biology Higher Grade : C
Home Economics Higher Grade : B
English Higher Grade : C
Afrikaans Higher Grade : B

REFERENCES

FREELANCE CLIENTS MOST RECENT

wefuse digital agency 2018 - 2021

Sarah Quadflig (MD) 076 211 5373

Fané1 2018 - 2021

Banie Schoeman (CEO) 083 327 9507

Solar Imports 2018 - 2021

Wessel Duif (Partner) 071 897 9790

Col'Cacchio Silverstar 2020 - 2021

Andrew (Owner) 072 594 8666

MataData / SecureCHAT 2019 - 2021

Phillip van Eeden (Owner) +1 510 408 8293

TMQ Marketing Devison 2011 - 2015

George van der Merwe (CEO) 071 863 2257

Mask4you 2020

Neeltjé Schoeman (Partner) 082 889 3252

NutriBerry 2020 - 2021

Hendrik-Johannes (Partner) 083 677 8547

csquare 2020

Deanne (Owner) 082 738 8326

heni lable (Avon) 2019

Milo Estehuizen (CD) 079 663 0465

PREVIOUS EMPLOYERS

Fané1 2015 - 2017

Annalie Schoeman (MD) 010 006 1000

TMQ Marketing Devison 2011 - 2015

George van der Merwe (Owner) 071 863 2257

Shocking Pink 2008 - 2010

Gail Kernahan (MD) 083 269 4164

Liberty 2004 - 2008

Wendy Leader (Head of department)
available on request, has moved to the USA

PREVIOUS FREELANCE CLIENTS

LeftRight Emily Prior 082 447 2414

Nedbank CA Division Geanor Els 072 117 1011

heni lable (Loreal) Heni Estehuizen 079 663 0465

TMQ Kevin Jacobs - Deceased

Online Intelligence Jan Botha
available on request

Quemic Frik Wiese - available on request

- *More references or details can be supplied on request.*
- *Character reference can be supplied on request.*

THANK YOU - The end.