



# Marie van Zyl

Senior Marketing Manager

I am a multifaceted marketer with a passion for brands. Specialising in luxury goods, beauty, and wellness, I strongly focus on creating the ultimate brand experiences through all consumer touch points. I enjoy creating strategies, implementing them, and then analysing their success. I work well under pressure and can focus on multiple tasks simultaneously.



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## Skills and Experience

<p><b>Technical skills &amp; Software tools</b></p> <ul style="list-style-type: none"> <li>→ LinkedIn</li> <li>→ Mailchimp</li> <li>→ Meta &amp; Instagram</li> <li>→ HubSpot</li> <li>→ WordPress &amp; Squarespace</li> <li>→ Shopify &amp; WooCommerce</li> <li>→ ChatGPT &amp; Read AI</li> <li>→ ActiveCampaign</li> </ul>	<p><b>Professional skills</b></p> <ul style="list-style-type: none"> <li>→ Digital Marketing Strategy &amp; Execution</li> <li>→ Social Media Strategy &amp; Execution</li> <li>→ Paid Media Strategy &amp; Execution</li> <li>→ Email Marketing Strategy &amp; Execution</li> <li>→ Competitor &amp; Industry Analysis</li> <li>→ Lead Generation Funnels</li> <li>→ Marketing Automation</li> <li>→ eCommerce Platform Management</li> <li>→ Website Maintenance &amp; Updates</li> </ul>	<p><b>Industry Experience</b></p> <ul style="list-style-type: none"> <li>→ Advertising &amp; Marketing</li> <li>→ Business Management &amp; Consulting</li> <li>→ Coaching</li> <li>→ Charities &amp; Social Services</li> <li>→ Education</li> <li>→ Entertainment &amp; Event Management</li> <li>→ Family &amp; Parenting</li> <li>→ Fashion &amp; Beauty</li> <li>→ FMCG, Retail &amp; Consumer Goods</li> <li>→ Furniture &amp; Interiors</li> <li>→ Healthcare, Medical, Health &amp; Wellness</li> <li>→ Hospitality, Travel &amp; Tourism</li> <li>→ Legal &amp; Law</li> <li>→ Property</li> <li>→ PR &amp; Communications</li> <li>→ Sales</li> </ul>
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## Work Experience

Jun 2021 - Current	<p><b>Senior Marketing Manager</b> Outsourcery</p> <ul style="list-style-type: none"> <li>→ Project management.</li> <li>→ Client liaison.</li> <li>→ Content creation.</li> <li>→ Digital marketing strategy.</li> </ul>
2023 - Current	<p><b>Marketing Manager</b> Breezewood</p> <ul style="list-style-type: none"> <li>→ Brand Management.</li> <li>→ Newsletters (Design / content / sending / database).</li> <li>→ International Team Liason.</li> <li>→ Sales Tools.</li> <li>→ Social Media Management.</li> <li>→ Google My Business.</li> <li>→ Trade Marketing / Promotions.</li> <li>→ Design.</li> <li>→ Forecasting &amp; Stock Management.</li> <li>→ Full Brand Management (NAK &amp; ORILAB Australia).</li> </ul>
2022 - 2024	<p><b>Digital Marketing Manager</b> Frame Chain UK</p> <ul style="list-style-type: none"> <li>→ Website Management (Coupons / product uploads / basic changes).</li> <li>→ Social Media Management.</li> <li>→ Newsletters (Design / content / sending / database).</li> <li>→ Trust Pilot Management.</li> <li>→ Content Creation.</li> <li>→ Sales Strategy.</li> <li>→ PPC Management (Google Shop / display / adwords).</li> <li>→ Google Merchant Management.</li> </ul>
2022 - Current	<p><b>Marketing Manager</b> Eleven Australia</p> <ul style="list-style-type: none"> <li>→ Full Launch of Brand.</li> <li>→ Marketing Collateral – Design &amp; Implementation.</li> <li>→ Forecasting / Budgeting / Ordering.</li> <li>→ Product Range / Offering Management.</li> <li>→ Sales &amp; Education Team Management.</li> <li>→ Social Media Management.</li> <li>→ Content Creation.</li> <li>→ Trade Marketing.</li> <li>→ International Team Liason.</li> </ul>
2022 - 2024	<p><b>Digital Marketing Manager</b> Langa Langa Tented Safari Camp</p> <ul style="list-style-type: none"> <li>→ Social Media Management.</li> <li>→ Content Creation.</li> <li>→ Trade Marketing / Agents &amp; Booking Platforms.</li> <li>→ Website Management.</li> </ul>
2021 - 2023	<p><b>Digital Marketing Manager</b> Louisiana Lobster Shack</p> <ul style="list-style-type: none"> <li>→ Website Management (product uploads / basic changes).</li> <li>→ Social Media Management.</li> <li>→ Newsletters (Design / content / sending / database).</li> <li>→ Campaign Creation.</li> <li>→ Sales Strategy.</li> <li>→ PPC Management (Google Shop / display / adwords).</li> </ul>
2019 - Current	<p><b>Marketing Manager</b> Slick Salon Solutions</p> <ul style="list-style-type: none"> <li>→ Website Management (product uploads / basic changes).</li> <li>→ Newsletters (Design / content / sending / database).</li> <li>→ Key Account Management.</li> <li>→ Communication.</li> <li>→ Sales Tools.</li> <li>→ Social Media Management.</li> <li>→ Google My Business.</li> <li>→ Trade Marketing / Promotions.</li> <li>→ Design.</li> <li>→ Forecasting &amp; Stock Management.</li> <li>→ Full Brand Management.</li> </ul>
2018 - 2024	<p><b>Digital Marketing Manager</b> Oshee Spa</p> <ul style="list-style-type: none"> <li>→ Social Media Management.</li> <li>→ Content Creation.</li> <li>→ Trade Marketing.</li> <li>→ 3rd Party Portal Management (Online Sales).</li> <li>→ International Team Liason.</li> </ul>
Apr 2015 - May 2017	<p><b>Business Unit Manager - Kerastase</b> Loreal</p> <ul style="list-style-type: none"> <li>→ Product management and forecasting.</li> <li>→ Budget management.</li> <li>→ Distribution management.</li> <li>→ Marketing strategy.</li> </ul>
Jul 2011 - Oct 2014	<p><b>Strategic Brand Manager</b> Dermalogica South Africa</p> <ul style="list-style-type: none"> <li>→ Strategy.</li> <li>→ Event management.</li> <li>→ Budget management.</li> <li>→ Team management.</li> <li>→ Campaign creation and implementation.</li> </ul>
Jul 2009 - Jun 2011	<p><b>Product Manager</b> Picot &amp; Moss</p> <ul style="list-style-type: none"> <li>→ Marketing.</li> <li>→ Training.</li> <li>→ Sales and merchandising.</li> </ul>

## Education & Certifications

<p><b>Honours Degree in Strategic Brand Leadership</b> Vega Brand School</p>	<p><b>Degree in Corporate Communications</b> University of Johannesburg</p>
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YES, I WANT TO PROCEED WITH THIS CANDIDATE NO, PLEASE SHARE MORE PROFILES

## Client Reviews

Hakan Doganci  
Frei Solicitors

I wanted to take a moment to express my heartfelt gratitude for your hard work and dedication at Frei Solicitors. Your commitment to excellence has not gone unnoticed, and I truly appreciate the effort you consistently put into your role. Marie, your experience, and expertise are invaluable assets to our team. Your insights and creativity have the potential to make a significant impact on our marketing efforts. Your passion and drive inspire us all, and I am excited to see the positive changes you'll bring to our marketing initiatives.

