

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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PORTFOLIO

Skills and Experience

Technical skills & Software tools

- ➔ LinkedIn
- ➔ Mailchimp
- ➔ Meta & Instagram
- ➔ HubSpot
- ➔ WordPress & Squarespace
- ➔ Shopify & WooCommerce
- ➔ ChatGPT & Read AI
- ➔ ActiveCampaign

Professional skills

- ➔ Digital Marketing Strategy & Execution
- ➔ Social Media Strategy & Execution
- ➔ Paid Media Strategy & Execution
- ➔ Email Marketing Strategy & Execution
- ➔ Competitor & Industry Analysis
- ➔ Lead Generation Funnels
- ➔ Marketing Automation
- ➔ eCommerce Platform Management
- ➔ Website Maintenance & Updates

Industry Experience

- ➔ Advertising & Marketing
- ➔ Business Management & Consulting
- ➔ Coaching
- ➔ Charities & Social Services
- ➔ Education
- ➔ Entertainment & Event Management
- ➔ Family & Parenting
- ➔ Fashion & Beauty
- ➔ FMCG, Retail & Consumer Goods
- ➔ Furniture & Interiors
- ➔ Healthcare, Medical, Health & Wellness
- ➔ Hospitality, Travel & Tourism
- ➔ Legal & Law
- ➔ Property
- ➔ PR & Communications
- ➔ Sales

Work Experience

Jun 2021 - Current

Senior Marketing Manager

Outsourcery

- ➔ Project management.
- ➔ Client liaison.
- ➔ Content creation.
- ➔ Digital marketing strategy.

2023 - Current

Marketing Manager

Breezewood

- ➔ Brand Management.
- ➔ Newsletters (Design / content / sending / database).
- ➔ International Team Liasion.
- ➔ Sales Tools.
- ➔ Social Media Management.
- ➔ Google My Business.
- ➔ Trade Marketing / Promotions.
- ➔ Design.
- ➔ Forecasting & Stock Management.
- ➔ Full Brand Management (NAK & ORILAB Australia).

2022 - 2024

Digital Marketing Manager

Frame Chain UK

- ➔ Website Management (Coupons /product uploads / basic changes).
- ➔ Social Media Management.
- ➔ Newsletters (Design / content / sending / database).
- ➔ Trust Pilot Management.
- ➔ Content Creation.
- ➔ Sales Strategy.
- ➔ PPC Management (Google Shop / display / adwords).
- ➔ Google Merchant Management.

2022 - Current

Marketing Manager

Eleven Australia

- ➔ Full Launch of Brand.
- ➔ Marketing Collateral - Design & Implementation.
- ➔ Forecasting / Budgeting / Ordering.
- ➔ Product Range / Offering Management.
- ➔ Sales & Education Team Management.
- ➔ Social Media Management.
- ➔ Content Creation.
- ➔ Trade Marketing.
- ➔ International Team Liasion.

2022 - 2024

Digital Marketing Manager

Langa Langa Tented Safari Camp

- ➔ Social Media Management.
- ➔ Content Creation.
- ➔ Trade Marketing / Agents & Booking Platforms.
- ➔ Website Management.

2021 - 2023

Digital Marketing Manager

Louisiana Lobster Shack

- ➔ Website Management (product uploads / basic changes).
- ➔ Social Media Management.
- ➔ Newsletters (Design / content / sending / database).
- ➔ Campaign Creation.
- ➔ Sales Strategy.
- ➔ PPC Management(Google Shop / display / adwords).

2019 - Current

Marketing Manager

Slick Salon Solutions

- ➔ Website Management (product uploads / basic changes).
- ➔ Newsletters (Design / content / sending /database).
- ➔ Key Account Management.
- ➔ Communication.
- ➔ Sales Tools.
- ➔ Social Media Management.
- ➔ Google My Business.
- ➔ Trade Marketing / Promotions.
- ➔ Design.
- ➔ Forecasting & Stock Management.
- ➔ Full Brand Management.

2018 - 2024

Digital Marketing Manager

Oshee Spa

- ➔ Social Media Management.
- ➔ Content Creation.
- ➔ Trade Marketing.
- ➔ 3rd Party Portal Management (Online Sales).
- ➔ International Team Liasion.

Apr 2015 - May 2017

Business Unit Manager - Kerastase

Loreal

- ➔ Product management and forecasting.
- ➔ Budget management.
- ➔ Distribution management.
- ➔ Marketing strategy.

Jul 2011 - Oct 2014

Strategic Brand Manager

Dermalogica South Africa

- ➔ Strategy.
- ➔ Event management.
- ➔ Budget management.
- ➔ Team management.
- ➔ Campaign creation and implementation.

Jul 2009 - Jun 2011

Product Manager

Picot & Moss

- ➔ Marketing.
- ➔ Training.
- ➔ Sales and merchandising.

Education & Certifications



Honours Degree in Strategic Brand Leadership

Vega Brand School



Degree in Corporate Communications

University of Johannesburg

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.

