

# 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

<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

**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 Liason.
  - 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 Liason.
- 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 Liason.
- 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

 <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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## 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.