

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.



- DOWNLOAD PDF
- WORKING STYLE
- 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 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 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.

 Outsourcery™

★★★★★

GDPR

★★★★★

Google

EXCELLENT CUSTOMER RATING

★★★★★

IARSP

CERTIFIED

ico.

Information Commissioner's Office

Contact us

hello@outsourceryuk

0800 086 8998

020 3103 0161

in

o

visa

amex

stripe

Resources

Refer and earn

Outsourcery guide

Join our team

FAQs

Privacy policy

Cookie policy

Terms and conditions

Copyright © 2025. Outsourcery. All rights reserved.

Designed and Built by Outsourcery

