

# Grethe Vermaak

Senior Marketing Manager

Following my academic studies in finance and obtaining an honours in Investment Management, I transitioned into a more creative field. I have gained experience in a wide variety of roles within the marketing/advertising/ e-commerce space. Since 2018, I have worked for myself, engaging in contract positions with corporate firms, agencies and start-ups, honing my skills and contributing effectively to various projects. I have successfully launched new brands on social media throughout my career – developing the full social media strategy from the ground up (concept to execution).



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## Skills and Experience

Technical skills & Software tools	Professional skills	Industry Experience
<ul style="list-style-type: none"> <li>Meta</li> <li>Instagram</li> <li>X (Twitter)</li> <li>LinkedIn</li> <li>TikTok &amp; YouTube</li> <li>Mailchimp, Brevo &amp; Klaviyo</li> <li>HubSpot</li> <li>WordPress &amp; Wix</li> <li>Shopify, Etsy &amp; WooCommerce</li> <li>ChatGPT &amp; Perplexity</li> </ul>	<ul style="list-style-type: none"> <li>Digital Marketing Strategy &amp; Execution</li> <li>Social Media Strategy &amp; Execution</li> <li>Email Marketing Strategy &amp; Execution</li> <li>Paid Media Strategy &amp; Execution</li> <li>SEO Strategy &amp; Execution</li> <li>Lead Generation Strategies</li> <li>Data Reporting &amp; Analytics</li> <li>Market Research</li> <li>Data Hygiene &amp; Management</li> <li>Copywriting</li> <li>Website Updates, Copy and Content</li> <li>eCommerce Strategy &amp; Management</li> </ul>	<ul style="list-style-type: none"> <li>Administration &amp; Support Services</li> <li>Advertising &amp; Marketing</li> <li>Art &amp; Design</li> <li>Business Management &amp; Consulting</li> <li>Coaching</li> <li>Education</li> <li>Electronics &amp; Technology</li> <li>Entertainment &amp; Event Management</li> <li>Fashion &amp; Beauty</li> <li>Finance</li> <li>FMCG, Retail &amp; Consumer Goods</li> <li>Gems &amp; Jewellery</li> <li>Healthcare, Medical, Health &amp; Wellness</li> <li>Hospitality</li> <li>Legal &amp; Law</li> <li>Leisure &amp; Recreation</li> <li>Pet &amp; Animals</li> <li>PR &amp; Communications</li> <li>Travel &amp; Tourism</li> </ul>

## Work Experience

**Feb 2024 - Current**  
**Senior Marketing Manager**  
 Outsourcery

- Digital Media Strategies & Execution.
- Overseeing marketing activities, identifying growth opportunities, and driving impactful online strategies for clients based in the UK and abroad.

**Mar 2023 - Current**  
**Social Media Marketing Manager & Digital Designer**  
 Salute SA

- Social Media Marketing.
- Digital Design.
- Newsletter Design & Writing.

**2018 - 2024**  
**Marketing, Social Media, Writer & Designer Freelancer**  
 Various

**FoxP2 (Dentsu Creative Agency): Social Media Manager**

- Clients: Dairy Gives You Go, Camelthorn Beer, MediClinic, and King Lager.
- At FoxP2 Advertising Agency I improved the content creation and strategy of the client.
- Dairy Gives You Go - the client had historically not been happy with the content plans. My content plan was the first in 5-year history to be approved once-off and receive positive feedback. I have worked on TikTok when tasked with influencer management - sourcing and vetting TikTok influencers for Dairy Gives You Go (South African Dairy Board). Influencers in the foodie, health and wellness space. I created briefs for their content videos and had to check and approve them and provide feedback - as well as manage them going live, and do reporting on them.

**Scar PR: Writer & Designer**

- Clients: Bob Martin (press releases) and BioBin (corporate documents)

**Digital Fox: Social Media & Digital Marketing**

- Social Media content creation and newsletter copy and design for approx. 10 clients (Capital Box, Back 2 Basics, Uwe Kloete Design, HoneyKomb, Green Bee, T.Anthony Luggage)

**BridgeDeFi: Social Media Manager & Marketing**

- Blockchain & Crypto

**Brandright: Social Media Manager**

- Clients: MiVoice, De Luca Eyewear, Baker Eyewear, Welwitshcia Hospital, Teddy's Dried Fruit & nuts, Industroclean, Bioteen, and Roadtripper SA (travel)
- I have successfully launched the brands of De Luca Eyewear and Baker Eyewear on social media - developing the full social media strategy from the ground up (concept to execution). Once brand was established online, with a stable following the company was confident to take it on to their in-house marketing.

**Aperture SA: Content writer**

- Swiss-based agency in financial industry

**Sanlam: Marketing Manager**

- Marketing Manager on the Retail Affluent team.

**Lievita & Cape28: Marketing & Social Media Manager**

- Social media manager
- Content creation
- Campaign ideation and execution
- As the lead social media strategist for Lievita and Cafe28, I oversee a multifaceted role that encompasses social media management, content creation, and campaign ideation and execution. In the dynamic and competitive landscape of the hospitality industry, these responsibilities are crucial for maintaining a strong online presence, engaging with our audience, and ultimately driving foot traffic and bookings to the restaurants.
- Social media management: Managing social media accounts for restaurants requires a deep understanding of their unique brand identities and target demographics. I am tasked with crafting and curating content across various platforms, including but not limited to Instagram, Facebook, and Twitter. This involves not only creating visually appealing posts but also fostering meaningful interactions with followers through comments, direct messages, and community engagement initiatives. By staying active and responsive on social media, we aim to build a loyal customer base and enhance the restaurants' reputations as go-to dining destinations in Cape Town.

**Other: Social Media & Digital Marketing**

- Shackleton Brewing Company, Schwunk, Access Bank, Salute Event Support, Smartload, Xtreme Gap (Travel).
- For an events planning and bar solutions provider I was able to generate an increased engagement and following across their platforms - LinkedIn, Instagram and Facebook. With just a small budget I increased their following on LinkedIn weekly by 47%.

**TikTok Experience:**

- I use programmes such as Capcut, and Canva and just general video tools to create content for TikTok brands.
- A lot of the time video content made for Reels would be used for TikTok too.
- Create short-form video content that aligns with brand messaging.
- Understand how to use TikTok's native editing tools (filters, sounds, text overlays).
- Leverage trends, sounds, and hashtags to increase visibility.
- Use my knowledge of storytelling techniques suited for TikTok's fast-paced format.

**Apr 2017 - Jul 2018**  
**Digital Marketing Manager**  
 The Phoenix Partnership

- Social media manager, digital content writer, creative campaigns ideation for hotel and lifestyle brands and Cape Town Cycle Tour.
- As the Digital Manager overseeing a team of four, I held a pivotal role in orchestrating comprehensive digital marketing strategies for a prestigious portfolio of clients in the hospitality industry. With a diverse array of brands under our purview, including the Petousis Hotel Group (comprising the Vineyard Hotel, Oude Werf Hotel, and Townhouse Hotel), Mantis Collection, The Leopard Trail, and the Cape Town Cycle Tour, my responsibilities spanned across creative content production, data analysis, and client liaison.
- Creative content production.
- Analytics and reporting.
- Client liaison and collaboration.

**Nov 2015 - Jun 2017**  
**Social Media Manager**  
 Titan Digital

- Content creation (conceptual work, copywriting, blog posts), Graphic design, Facebook paid advertising, Hootsuite & Cyfe reporting, community management.

**Sep 2014 - Nov 2015**  
**PR Account Manager**  
 Ogilvy & Mather

- Social media account manager for five brands: Jacobs Coffee, Chappies, Halls, Dentyne and Stimorol.
- Daily duties for my portfolio of 5 clients: Social media content creation, community management, campaign generation & implementation, and reporting.

**Feb 2013 - Feb 2014**  
**Online Store Manager**  
 Associated Media Publishing

- Ran the online store Honey Honey Private Collection, owned by Vanessa and Julia Raphaely.
- Duties included: Online retail manager, social media manager, content writer for web and blog PR & marketing, customer service, logistics, Magento (CSM) administrator.

## Education & Certifications

<p><b>Adobe Illustrator: Graphic Design (Grade: Introductory)</b> AAA School of Advertising</p>	<p><b>Honours in Financial Analysis &amp; Portfolio Management</b> University of Cape Town</p>	<p><b>Bcom Investment Management</b> University of Pretoria</p>	<p><b>Intermediate Level French</b> Alliance Francaise</p>
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