



## CONTACT

49a Sturt Valley Road  
Stirling

cornejansen456@gmail.com

0466 360 719

[www.linkedin.com/in/cornefreysen/](http://www.linkedin.com/in/cornefreysen/)

<http://myportfoliocfreysen.design/>

## SKILLS

Leadership

Teamwork

Passion

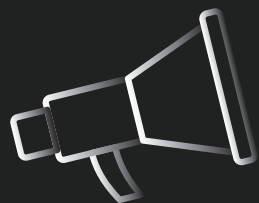
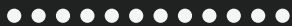
Multi  
Tasking

Strategic

Creative

## LANGUAGES

English



# CORNELIA FREYSEN

## PROFESSIONAL PROFILE

Talented and experienced Brand, Marketing, Digital and Business specialist who can take products, services and organisations to a new professional and successful level.

I have a comprehensive background in B2B, B2C, and organisation experience within various industries, with personal strengths in being a collaborative team player, communication, project management, and strategic development. I am an organised, multi-tasking person who highly values my integrity and personal value system.

My interest, talent, and passion for business, sales, marketing, and digital over the past 20 years have seen my career spanning into retail and other general business practices, working in well-known publications, products, corporations, and retail brands.

My experience within corporate, private and franchise environments, especially my understanding of business needs and drivers, is comprehensive.

I can provide and deliver a proven track record of vast network experience, communication, and sales management, from conceptualising, planning, and budgeting to implementation.

## ACHIEVEMENTS

- Vice-Chairman of the Centurion Business Forum for four years.
- Increased forums membership from 5 – 125 members in 16 months.
- Managed brand and marketing strategy for a 127 000 sqm shopping centre and 300 tenants.
- Generating R3 mil per year in sponsorship, R2,4mil in exhibition sales, and 56 events per year.
- Managed a team of 13 staff.
- Secured \$260 000 sponsorship for IDVS event for ADVI. (Australian Driverless Vehicle Initiative)
- Research and data coordinator for a world-first research project on teens relating to driverless vehicles.
- Developed and launched a paint range brand for Universal Paints.
- First woman appointed as marketing and circulation manager on a national daily newspaper in South Africa.
- Established 36 social media pages to date. Project managed 16 web development projects.
- Project managed three E-Commerce sites, built on WooCommerce and Shopify.
- Achieved growth on BUCO Facebook - 7 likes to 124 000 in 21 months.
- Launched and developed Omni channel and BUCO App throughout Iliad Group.
- Launched a monolithic brand, combining seven brands into one over 48 retail stores.
- Re-branded and launched 24 inland stores in 12 months.
- Launched five stores in one day in one region.
- Received Awards of Excellence from Time Magazine and Economist Magazine.

## EDUCATION

- 2023 - 2024 Certified Digital Marketing Professional  
Digital Marketing Institute
- 2016 Accredited Quirk Digital Marketer
- 2015 Digital Marketing NQF Level  
University of Stellenbosch, Stellenbosch,  
South Africa  
Graduated with distinction
- 2009 Certificate in Shopping Centre Management  
University of Pretoria, Pretoria, South Africa  
Graduated with distinction
- 1997 - 1999 Bachelor of Arts CUM Honorius  
(Communications)  
Rand Afrikaans University, Johannesburg,  
South Africa  
Graduate with honours
- 1994 - 1996 Bachelor of Arts (Communications)  
Rand Afrikaans University, Johannesburg, South  
Africa



## DIGITAL MANAGEMENT

### Social Channels

Facebook



Twitter



LinkedIn



Instagram



Ads Manager



LinkedIn Adverts



### Social Management Programs

Promo Republic



Sked Social



Hootsuite



Hubspot



### Event Management Programs

EventsAir



Entegy



## WORK EXPERIENCE

GaP Solutions

Oct 2020 – Present

MARKETING MANAGER

### BRAND AND MARKETING MANAGEMENT

- Developed and implemented annual marketing and promotional strategy.
- Collaborated with business development managers and directors to create annual sales and marketing objectives.
- Analysing and monitoring marketing data to develop strategies for future performance improvement.
- Responsible for all copywriting, content development and design for all marketing print and digital collateral, including company profiles, product brochures, product catalogues and brand messaging.
- Responsible for all copywriting, content development and design of all the different software release notes communicating all new features and resolving issues to software users.
- Plan, manage and execute state-based tradeshow through coordinated efforts with cross-functional and relevant state-based teams.
- Develop and deliver monthly external email campaigns to engage with clients and prospective clients.
- Responsible for creating internal motivational monthly newsletters to all staff sharing the various achievements of staff members within the company, new projects being planned and sharing planned marketing and communication strategies.
- Collaborated effectively with print and creative agencies, ensuring cohesive brand message delivery and delivery of products on time.
- Analysing and monitoring marketing data to develop strategies for future performance improvement.
- General budget management of marketing and brand budget.

### SOCIAL AND DIGITAL MANAGEMENT

- Effectively develop, design and deliver engaging brand communication strategy across all digital and social media activity, utilising data insight to inform campaign planning and execution to increase reach and brand awareness.
- Content and SEO management of corporate website and e-commerce site.
- Digital advertising management - utilising Google Adwords, Ads Manager and LinkedIn Campaign Manager.

### KEY ACHIEVEMENTS

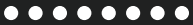
- Successfully relaunched and rebranded the South Australian Food, Bev and Tech Trade Show. Achieved growth in the number of participating exhibitors, visitor numbers and profit of the trade show year on year.
- Successfully workshopped, developed and executed new corporate re-branding projects.
- Successfully workshopped, developed and executed new software overarching brand and sub-brands.



## SOFTWARE SKILLS

### Design Programs

Photoshop



Illustrator



InDesign



After Effects



Premier Pro



Canva

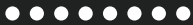


Wondershare



### Web Programs

Word Press



Jumla



Shopify



### Accounting Programs

Pastel



Quickbooks



## WORK EXPERIENCE

### Australia and New Zealand Driverless Vehicle Initiative

Apr 2018 – Nov 2019

#### EXECUTIVE ASSISTANT AND MARKETING LEAD

##### RESPONSIBILITIES AS EXECUTIVE ASSISTANT

- Management of executive's diaries.
- Act as a point of contact for all 127 partners of the initiative.
- Provide documentation preparation and administrative support to initiatives executive steering committee.
- Provide documentation preparation and administrative support to the initiative working groups, public and risk management group, scientific and research group, and media and advocacy group.
- Coordinate agendas, teleconferences, diary management, and minute taking for all the partners' groups and executive steering committee meetings.
- Generate purchase orders and submission of all vendor invoices.
- General budget management.

##### RESPONSIBILITIES OF MARKETING LEAD

- Increase ADVI Partners acquisition sign-ups.
- Enhance and manage partners' experience and relationships with ADVI.
- Provide marketing insights, initiatives and events that will lift the initiative and provide a return on investment from partners.
- Work alongside team and partners to create and execute monthly - public and industry events to introduce development in the AV industry to all parties.
- Design, implement, analyse and maintain all social media platforms from ADVI and the annual summit.
- Content creation, design and management of all EDM campaigns to various stakeholders.
- Responsible for event management and sponsorship sales for the Annual International Driverless Vehicle Summit.
- Responsible for managing and implementing all online advertising on multiple owned digital platforms.
- Provide administrative/project/ tender support to the various team members.
- Assistance in various national and international research projects.

### Gingercats Creative Pty (Ltd)

May 2012 - Feb 2018

#### OWNER AND MANAGING DIRECTOR OF DESIGN STUDIO

- Mentor and manage a team of 10 designers—caring for their professional and personal development, including defining clear goals, prioritising work, and creating an environment that fosters collaboration, trust, and respect
- Identify opportunities for innovation and collaboration across teams and functions to invent new and creative concepts for clients.
- Build the studio business by providing world-class service, suggesting a complete design solution & securing the sale.
- Provide leadership in the studio to the Gingercats ways of working while expressing both confidence and empathy.
- Encourage and uphold high standards for our product and service experiences.
- Planning and prioritising traffic management of design projects to the studio to meet clients KPI's and deadline expectations.
- Compiling road map for projects.
- Management of Studio Coordinators, Designers and Production teams to ensure on-time, within budget.
- Identify opportunities for new business to grow the income of the studio.

#### STUDIO RETAINER CLIENTS

- BUCO Hardware and Buildware Group
- Truewood Furniture Group
- PEC Utility Management Group
- Universal Paints Group
- Yolande vd Westhuizen Audiologist
- Heardat Audiologist CRM System
- Aquavita Mineral Water
- Hydraspin Engineering Company
- Pringles
- Momentum



Ability to work autonomously.

Strong Admin and Executive Management Skills.

Boardroom and Executive-level working experience.

Acute understanding of consumers and the ability to predict behaviour.

Building active customer and team relationships to influence positive outcomes.

Able to manage multiple complex task, strategies and projects.

Strong business, marketing and digital acumen.

Strong networking abilities.



## WORK EXPERIENCE

---

### SME Marketing Consultants

Feb 2011- Feb 2018

- Created internal and external marketing, sales and communication plans based on a firm understanding of business needs and deliverables of various clients.
- Monitor market share and sales growth of clients through sales and marketing data analysis.
- Develop an effective sales and marketing approach with multiple teams to "beat competitors' products and services and meet business target.
- Create and execution of advertising plans with comprehensive budget planning based on business requirements and resources.
- Work transversally with different teams and divisions within customers' businesses.
- Store layout and merchandising optimisation for retail clients.
- Perform with corporate and regional teams to develop and execute innovative marketing and communications programs.
- Perform as an internal source for advertising or marketing communication along with brand management strategy and processes for clients.
- Manage projects assisting different process improvement initiatives and agency management.
- Developed engaging social media campaigns that increased reach and brand awareness.
- Design, implement, analyse and maintain all social media platforms.
- Web design, UX planning and Ecommerce project implementation.
- Copywriting and content development for various client digital channels, print material, radio and web.
- Digital advertising management - utilising Google Adwords, Ads Manager and LinkedIn Campaign Manager.

### INDUSTRY TYPE EXPERIENCE

Utility Management, Engineering, Retail Industry, Paint Industry, Shopping Centre Management

### RETAINER CLIENTS

Truewood Furniture - (5 retail stores and furniture factory)  
Jan 2011 – Feb 2018 MARKETING AND BRAND MANAGER

Universal Paints - (27 retail stores and factory)  
Mar 2016 – Jan 2018 MARKETING AND BRAND MANAGER

STEINBUILD - (7 different brands within group, 82 stores nationally)  
Retail Hardware and Buildware Industry)  
Jan 2011 – Jan 2017 – MARKETING MANAGER AND HEAD OF DIGITAL MARKETING FOR GROUP

PEC Utility Management - (5 Different brands within the group)  
Jan 2013 – Feb 2018 – MARKETING, COMMUNICATION AND DIGITAL MANAGEMENT CONSULTANT FOR GROUP

---

### Centurion Mall Marketing Manager (248 Stores, 164000 sqm Shopping Centre)

Jul 2006 – Dec 2011

- Developed a comprehensive annual brand and marketing strategy for the centre, following international and consumer trends.
- Performed budget management and controls on the annual allowed budget by landlords.
- Implemented and managed all planned marketing promotions and activities.
- Developed various tenant marketing campaigns.
- Generated briefs to agency and approved creative work, planning, design and implementation.
- Carried out brand building and positioning within the marketplace.
- Managed 13 staff members.
- Managed and developed all tenant liaison and communication from centre management.
- Assisted with centre leasing strategy.
- Managed public communications strategy for the centre.
- Managed staff, sales and budget for exhibitions and indoor advertising.
- Led guest relations officers and customer care standards.
- Managed sales and customer care of centre's voucher systems – incl. stock control, banking, and redemptions.
- Responsibility for building and maintaining all media relations.
- Responsibility for all client relations and reporting structures to shareholders.
- Conducted monthly shopper research and focus groups, evaluated proposals, and conducted formal market research for the centre.
- Generated sponsorship to support the marketing budget.
- Provided digital management and content creation.
- Provided daily office management functions.