

# LEE GELDENHUYS



Experienced marketing and digital project manager specialising in brand strategy and execution. Skills include brand development, brand strategy and its execution, social media, paid search, and content creation. Diligent, organised, and deadline-driven, with a focus on meeting business objectives.

## CONTACT

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## EDUCATION

Bachelor of Commerce in  
Marketing Management  
UNISA | 2016 - Present

IISA Introduction to Short  
Term Insurance  
UNISA | 2013

BTech: Architecture  
TUT | 2010 - 2011

BSc (Arch)  
UP | 2007 - 2009

## CERTIFICATIONS

Short Course in Applied  
Project Management in an  
Information Technology Environment  
UNISA | 2018

310-101 Facebook Advertising  
Core Competencies  
Facebook Blueprint | 2017

## EXPERIENCE

2015 MARKETING MANAGER  
— NOMU Brands  
2017

Requiring a holistic view of all essential requirements and platforms involved in a marketing mix, this role involves active engagement and interest in every aspect of the brand's presentation. Reporting to the directors, I lead the definition, planning, coordination, and implementation of projects in line with company strategy for:

- Direct consumer communications, including social media and email marketing.
- ATL, BTL, and TTL advertising, including coordinating with service providers.
- Public demonstrations and brand activations.
- Online and brick-and-mortar sales.
- Product development and marketing, including product shoots.
- Creation and implementation of a marketing strategy, with a specific focus on digital.
- Coordination of ATL, BTL, and TTL advertising efforts, public relations, brand activations and events, paid and organic search, email marketing, and social media.
- Content creation and community management and growth across various social platforms.
- Supervision of and collaboration with service providers for both online and in-store sales.
- Collaboration with the design department to ensure visuals were in line with the company CI and could translate to both digital and traditional media.
- Monthly reporting and analysis across sales, social media, paid media and search, and current and forthcoming projects.
- Event management for brand activations and events.

## CERTIFICATIONS CONTINUED

321-101: Facebook Certified  
Buying Professional  
Facebook Blueprint | 2017

322-101: Facebook Certified Planning  
Professional Exam  
Facebook Blueprint | 2017

Google Mobile Sites Certification  
Google Partners | 2017

Google Digital Sales Certification  
Google Partners | 2017

Google Adwords Certification  
Google Partners | 2017

Google Analytics Certification  
Google Partners | 2017

Project Management Short Course  
Red & Yellow School | 2017

First Level Regulatory Exam:  
Sole Proprietors and Key Individuals  
Moonstone | 2013

First Level Regulatory Exam:  
Representatives  
Moonstone | 2013

## SKILLS

Project Management  
Marketing Strategy  
Content Creation  
Facebook Paid Media  
Account Management  
Community Management  
Customer Relations  
Public Relations



## EXPERIENCE CONTINUED

2015 DIGITAL PROJECT MANAGEMENT  
— Freelance

2016

Freelance social media content creation and community management, and social listening. A significant portion of my time was allotted to brand performance and social media sentiment for a large retail company with over a dozen brands under their umbrella at the time. Key responsibilities included:

- Detailed auditing and reporting from sentiment tracking software.
- Data collation and analysis for month-on-month performance tracking.
- Comparative reporting across all brands to determine efficacy of individual strategies.

2013 HEAD OF STRATEGY AND SOCIAL  
— Hello Pretty

2015

Starting as a social media intern at the beginning of 2013, I was offered a full time position and given the full social media and community management portfolio after six months. A year later, a further promotion placed me at the head of marketing strategy and social media for the company. Key responsibilities included:

- Creating and implementing a digital marketing strategy in line with the company's ecommerce business objectives.
- Content creation across all digital platforms, including email marketing, social and paid media, website content, and public relations.
- Full community management and reporting across owned, earned, and paid.

## REFERENCES

Nina Lewis  
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