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.

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

Senior Marketing Manager
Outsourcery
Jun 2021 - Current

- **Project management.**
- **Client liaison.**
- **Content creation.**
- **Digital marketing strategy.**

Marketing Manager
Breakwood
2023 - Current

- **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).**

Digital Marketing Manager
Frame Chain UK
2022 - 2024

- **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.**

Marketing Manager
Eleven Australia
2022 - Current

- **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 Liasion.**

Digital Marketing Manager
Langa Langa Tented Safari Camp
2022 - 2024

- **Social Media Management.**
- **Content Creation.**
- **Trade Marketing / Agents & Booking Platforms.**
- **Website Management.**

Digital Marketing Manager
Louisiana Lobster Shack
2021 - 2023

- **Website Management (product uploads / basic changes).**
- **Social Media Management.**
- **Newsletters (Design / content / sending / database).**
- **Campaign Creation.**
- **Sales Strategy.**
- **PPC Management(Google Shop / display / adwords).**

Marketing Manager
Slick Salon Solutions
2019 - Current

- **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.**

Digital Marketing Manager
Cotlee Spa
2018 - 2024

- **Social Media Management.**
- **Content Creation.**
- **Trade Marketing.**
- **3rd Party Portal Management (Online Sales).**
- **International Team Liasion.**

Business Unit Manager - Kerastase
Loreal
Apr 2015 - May 2017

- **Product management and forecasting.**
- **Budget management.**
- **Distribution management.**
- **Marketing strategy.**

Strategic Brand Manager
Dermalogica South Africa
Jul 2011 - Oct 2014

- **Strategy.**
- **Event management.**
- **Budget management.**
- **Team management.**
- **Campaign creation and implementation.**

Product Manager
Procit & Mess
Jul 2009 - Jun 2011

- **Marketing.**
- **Training.**
- **Sales and merchandising.**

Education & Certifications

Honours Degree in Strategic Brand Leadership
Vega Brand School

Degree in Corporate Communications
University of Johannesburg

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