

# ADRIAN EVANS

DIRECTOR | MARKETING

Address : 6 Serena Way, Iluka, Western Australia, 6028.

## PROFESSIONAL PROFILE

I am a Marketing Director with over 20 years' experience in the manufacturing and material handling industries. I am currently seeking opportunities where I can utilise my vast knowledge of marketing, business development, digital content marketing skills and creativity to drive sustainable growth within a B2B or B2C environment.

## CONTACT

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**EMAIL**  
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**WEBSITE**  
www.polywhiz.com



6 Serena Way, Iluka,  
Western Australia, 6028



## EDUCATION

**B(Com) Degree**  
University of Pretoria | 2001

**FINAL YEAR SUBJECTS**  
MARKETING  
FINANCIAL MANAGEMENT  
MERCANTILE LAW

## TECHNICAL SKILLS

<div></div>	MS Office
<div></div>	Adobe Photoshop
<div></div>	Adobe InDesign
<div></div>	Adobe Illustrator
<div></div>	Adobe Acrobat
<div></div>	Mailchimp

## PROFESSIONAL EXPERIENCE

### Office Assistant

Nov 1993 - Oct 1997

Part time position during university holidays.

### Rhino Linings

Johannesburg

- General Office Admin Duties
- Deliveries and Collections
- Banking

### Internal Sales Rep

Oct 1997 - Apr 2000

Responsible for receiving orders from existing franchisees, processing orders and arranging logistics, dealing with customer complaints or problems. Also assisted in prospecting for new customers

### Rhino Linings

Johannesburg

- Daily and Monthly Sales Reporting.
- Updating Customer Database.
- Promotion of new products, Cross Sell or Up Sell.
- Assist with inventory control and forecasting.

### Marketing & Sales Mgr

May 2000 - Aug 2002

Managing all localised and international marketing, communications and sales activities. Responsible for growing sales through geographical expansion (new master distributor or franchisee appointments), National Account Initiatives and OEM Agreements. Maintaining customer relations and retention.

### Rhino Linings

Johannesburg

- Create and Implement Corporate Identity Guidelines.
- Media budgeting, planning and implementing.
- Liaising with Agencies and Service providers.

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## FOLLOW ME

**ADRIAN MORGAN EVANS**  
facebook.com/adrian.m.evans.3



**ADRIANEVANS**  
linkedin.com/in/adrian-evans-94784355/



**ADRIANEVANS**  
instagram.com/adrianevans/



## LANGUAGE SKILLS

Native | ENGLISH

Fluent | AFRIKAANS

## ACHIEVEMENTS

### SUCCESSFUL SALE OF RHINO LININGS

Negotiated and concluded sale | 2007 - 2009

### SUCCESSFUL START UP POLYWHIZ

Founded Company - still succesful today| 2009

### ACQUISITION OF RHINO LININGS

Succesful Negotiation and Acquisition | 2019

## EXPERTISE / SKILLS

- Organizational Skills •
- Communicating at various levels •
- Creative •
- Problem Solving •
- Negotiation •
- Business Acumen •
- Interpersonal Skills •

## PROFESSIONAL EXPERIENCE (CONTINUED)

### Genl Manager Director

Sep 2002 - Aug 2009

### Rhino Linings

Johannesburg

Responsible for the overall management of the company including financial, strategy, marketing and sales functions. He oversees the day-to-day operations and activities of his subordinate managers and staff reports. Instrumental in the negotiation and sale of company to private equity group and preparations for public listing in 2008.

- *Strategic Direction and Planning.*
- *Managing day-to-day operations.*
- *Achieving financial and strategic outcomes..*

### Director - Founder

Sep 2009 - Present

### PolyWhiz

Johannesburg

After the sale of Rhino Linings I identified a need to find alternative catalyst solutions for the South African market that were environmentally friendly and user safe compared to the available products. Polywhiz was founded to address these needs but has grown to become more than a supplier of additives and today the company also sells a range of proprietary formulated chemical systems international markets.

### Business Development

Oct 2014 - Feb 2018

### Megaroller

Brits, South Africa

This was a part time FIFO position working 3 days per week. My responsibility was to establish a brand identity, grow the distributor network and generating demand from end users who mainly consisted of mines. Biggest accomplishment was the appointment of North American Distributor in Canada.

- *Generate Leads via Marketing, Events and Trade Shows*
- *Customer Relations and Retention*
- *Coordinate Sales, Production and Logistics*

### Director

Nov 2019 - Present

### Rhino Linings

Johannesburg

High-Level and Strategic input. Weekly Exco meeting with management team. No day-to-day involvement.

## HOBBIES / INTEREST



Newspaper



Photography



Gaming



Running



Traveling