

# ADRIAN EVANS

# DIRECTOR | MARKETING

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

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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6 Serena Way, Iluka, Western Australia, 6028



# **EDUCATION**

B(Com) Degree

University of Pretoria | 2001

**FINAL YEAR SUBJECTS** 

MARKETING
FINANCIAL MANAGEMENT
MERCANTILE LAW

Mailchimp

### PROFESSIONAL EXPERIENCE

#### **Office Assistant**

Nov 1993 - Oct 1997

**Rhino Linings** 

Johannesburg

Part time position during university holidays.

- General Office Admin Duties
- Deliveries and Collections
- Banking

#### **Internal Sales Rep**

Oct 1997 - Apr 2000

**Rhino Linings** 

Johannesburg

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

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

#### TECHNICAL SKILLS

MS Office

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe Acrobat

# Marketing & Sales Mgr

May 2000 - Aug 2002

#### **Rhino Linings**

Johannesburg

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.

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

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# **FOLLOW ME**

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



**ADRIANEVANS** 

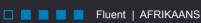
instagram.com/adrianevans/



# LANGUAGE SKILLS



Native | ENGLISH



#### **ACHIEVEMENTS**

#### SUCCESSFUL SALE OF RHINO LININGS

Negotiated and concluded sale | 2007 - 2009

#### SUCCESFUL 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. Instumental 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