

MICHELLE DU TOIT

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@gmail.com

PROFESSIONAL SKILLS

Bilingual (English & Afrikaans)
Excellent Communication
Customer Service
Written & oral communication
Time Management
Team Leadership Skills
Ability to multi - task
Attention to details
Passionate about automation
Determined & Hardworking
Charismatic & Friendly
Independent individual worker
Enthusiastic learner
Cooperative Team Member

SOFTWARE PROFICIENCY

Microsoft Word ● ● ● ● ○
Microsoft Excel ● ● ● ● ○
MS Powerpoint ● ● ● ● ○
Microsoft OneNote ● ● ● ● ○
Illustrator ● ● ● ● ●
Indesign ● ● ● ● ●
Photoshop ● ● ● ○ ○
Animation & Video ● ○ ○ ○ ○
Copywriting ● ● ● ○ ○
HTML/JAVA Coding ● ○ ○ ○ ○
Website Design ● ● ○ ○ ○
Google Analytics ● ● ○ ○ ○
Wordpress ● ● ● ○ ○
SEO & Adword ● ● ○ ○ ○

VOLUNTEER & ACHIEVEMENTS

2013 - 2017: Qualified for Golden
Key International Honour Society
2016 - 2017: Marketing Executive for
Marketing & PR Society at University
of Wollongong
2017: Developed Social enterprises
in Cambodia & Fiji
2015: Mentor at AIME

EDUCATION & TRAINING

CURRENT

Diploma of Leadership & Management
Certificate in Inbound Marketing from Hubspot

COMPLETED

Bachelor of Communications & Media Studies with Distinction
(Majors: Advertising/Marketing ; Digital Communications)
Bachelor of Creative Arts with Distinction (Major: Graphic Design)
Certificate in Social Entrepreneurship from Project Everest
Completion of Secondary Education

EXPERIENCE

National Marketing Manager Jun 2019 - Current Max Brenner

Managing 20 Chocolate Bar locations across Social Media,
EDM and Website
Coordination and design of new ecommerce store & website
Analysing Marketing channels for key brand insights

Marketing Officer Aug 2018 - Feb 2019 (6 mnth Contract) ChilliDee Marketing

Managing 17 brands across Social Media, EDM and Website
Coordination and design of new 2 corporate websites
Managing team of 6 during Marketing projects
Analysing Marketing channels for key brand insights

Marketing Assistant Jan 2017 - July 2018 (1.5 yrs) FIN15

Automation of internal communications
Design of corporate visual identity & developing branding
Planning and execution of marketing campaigns
Design and development of corporate website

Communication Assistant 2016 (6 mnth Contract) SUSTAINABLE SALONS AUSTRALIA

Planning and coordination of promotional campaigns
Coordination and redesign of 2 corporate websites
Monitoring media relations and creating press releases
Primary designer for Mane Edition & Green Chair Newspapers

Digital Marketing Assistant 2015 - 2016 (1yr) THE SOL GROUP

Management of Social Media across 3 brands
Website management and EDM creation
Data analysis, reporting and strategy implementation
Creation of brand guidelines for all 3 brands

REFERENCES

WENCE PERAZA
Co - Founder
FIN15
0411785593
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LIBBY MCWATERS
Marketing Coordinator
The SOL Group
0415 896 519
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EWELINA SOROKO
Marketing Director
Sustainable Salons Australia
0450 008 417
ewelina@ssa.com.au

VANVISA BROWN
Marketing Manager
Power2Motivate
0410 911 158
vanvisa.brown@p2m.com



MICHELLE DU TOIT

Front-End Web Developer leveraging a background in design and marketing to build a more intuitive user experience on the web. Known as an innovative problem-solver passionate about developing apps and websites, with a focus on mobile-first design and development in order to build better experiences on the web.

GRAPHIC DESIGN/ COMMUNICATION / SOCIAL MEDIA /MARKETING / ADVERTISING



EDITORIAL & ILLUSTRATION DESIGNS

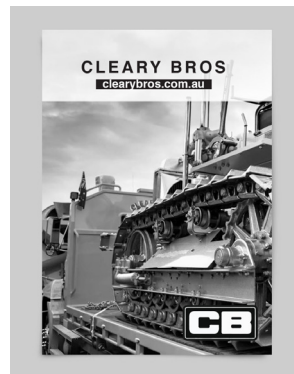
University of Wollongong 2018

The project was for the Department of Education, as part of a learning introduction program for new students. The project involved the creation of several multi coloured 25 page, A4 booklets.

EDITORIAL DESIGN

Cleary Bros Mining 2015

The 2015 annual report designed for Cleary Bros Mining, for their corporate partners. The report featured images, an infographic and several stories. The project involved the creation of a multi coloured 25 page, A4 booklet.



HILLSONG KIDS POSTER SERIES

Hillsong Church 2015

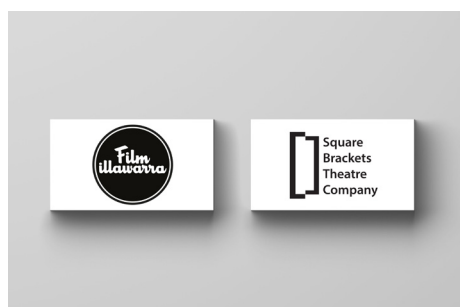
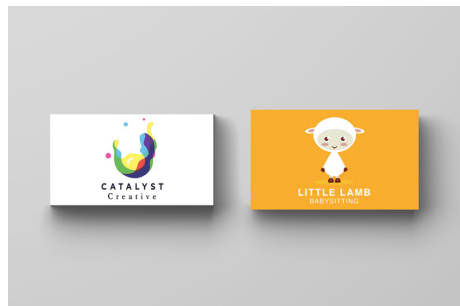
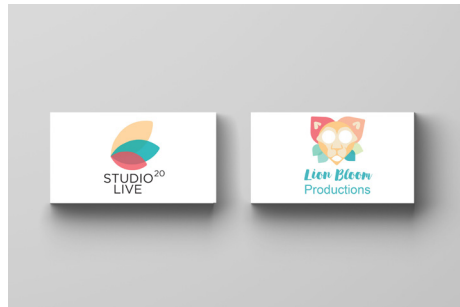
A bright, fun and illustrative poster series designed for the children sector of the Hillsong Church (South West Campus). The designs informed parents about future events coming up in the kids program.

FORMAT: A4 illustrative posters & an A5 flyer with more program details.

PACKAGING DESIGN

ASP Healthcare 2018

A set of labels for various medical sharps and waste disposal containers.



LOGO DESIGNS

Various 2013 - 2016

A collection of logo designs that were created over a 3 year time period for various company's across various industries including the arts, child care, film, design and broadcasting.



FACT CARDS

UOW & Centre for Health Initiatives 2016

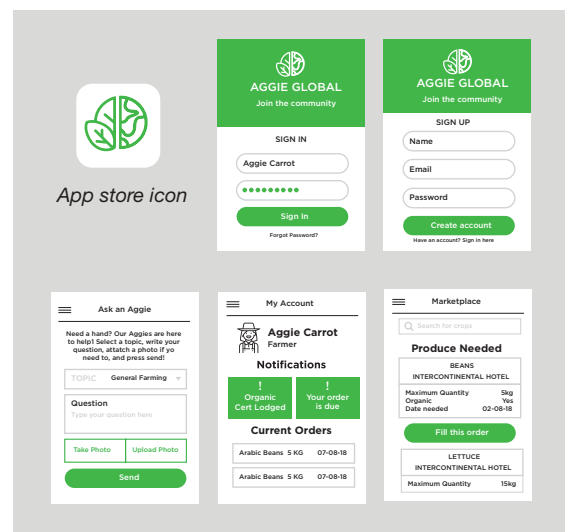
A series of illustrative fact cards designed to inform 15 – 21 year olds in the Northern Territory about sexual education.



APP DESIGN

Aggie Global

Design for an agriculture focused app for farmers in developing countries.



WEB INTERFACE

Flyr 2019

This web interface was created in collaboration with a team of developers. The interface aims to be a central location with all the information that you need to know when planning your next holiday.

