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| Steven Els | 4 Maple St, Sandton, Johannesburg 2196 |
| 010.555.0134 |
| steven.els@gmail.com |
| LinkedIn Profile |
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| About me |
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| Seasoned Marketing Specialist with 14 years of experience driving brand growth, campaign strategy, and customer engagement across digital and traditional platforms. Proven success in executing high-impact marketing initiatives for major South African and multinational brands in the retail, finance, and FMCG sectors. Highly skilled in data-driven marketing, content development, and cross-functional leadership. Recognized for bringing creative energy, analytical thinking, and strong ROI orientation to every project. |

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| Experience |  | Education |
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| Senior Marketing Manager / Woolworths South AfricaJune 2018 - Present Steven leads national integrated marketing campaigns, overseeing strategy, creative development, and execution across print, digital, and in-store. He is responsible for seasonal brand launches, customer loyalty campaigns, and sustainability marketing efforts. Under his leadership, Woolworths achieved a 17% lift in customer engagement for its rewards program and streamlined campaign performance reporting using advanced analytics tools. He manages cross-functional teams and external agencies while working closely with product and e-commerce teams to align messaging with customer behaviour. |  | Bachelor of Commerce in Marketing Management / University of PretoriaDec 2008  * Majored in Consumer Behaviour and Marketing Strategy * Final Project: “The Influence of Brand Authenticity on South African Millennials” * Member: UP Marketing Association |

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| Experience |  | Education |
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| Brand Marketing Specialist / FNB (First National Bank)October 2013 – June 2018 At FNB, Steven was tasked with leading brand and product marketing for digital banking solutions. He developed content strategies for mobile and web platforms, coordinated high-budget campaigns for new product launches, and worked directly with legal and compliance teams to ensure all messaging aligned with regulatory standards. His work contributed to a 24% increase in adoption of the bank’s mobile app over two years. |  |  |

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| Skills | | |
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| * Campaign development & execution * Brand strategy & positioningFlexibility | * Digital marketing (SEO, Google Ads, Social Media) * CRM & customer loyalty programs | * Market research & segmentation * Analytics and performance tracking (Google Analytics, Power BI) |

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| Activities |
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| Photography and creative design • Brand storytelling and emerging trends • Mentorship and team development • Cycling and trail running • Public speaking at marketing forums • Sustainable branding initiatives |