



GRAEME PETERSEN

CAPE TOWN, ZA

+27 743568548

graemepetersen29@gmail.com

SUMMARY

My name is Graeme Petersen, I'm a professional Web and Graphic Designer. I have over 3-4 years' experience within the industry. My specialty is in Adobe Photoshop, Illustrator, InDesign, Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube, Mailchimp, Excel, Word, Powerpoint, Access branding and creating attractive Responsive Websites using CSS3, HTML5 Javascript, jQuery, Bootstrap, Wordpress (Elementor, WooCommerce, Shopify), Wix, CRM(HubSpot).

WORK EXPERIENCE

CAPE INSTRUMENT
SERVICES, CAPE TOWN,
ZA

2020-01 - 2025-01

DIGITAL MARKETING SPECIALIST - 0215114104

WESTERN CAPE (REMOTE WORK - CURRENTLY)

- Build and maintain Wordpress website.
- Create new and updated web pages for social media.
- Make online sales through social media and website. Do graphics in Adobe Photoshop, Illustrator, InDesign.
- Do SEO and Google Analytics for websites and social media, to reach the audience.

CAPE INSTRUMENT
SERVICES, CAPE TOWN,
ZA

2017-09 - 2019-12

DIGITAL MARKETING SPECIALIST - 0215114104

WESTERN CAPE

- Maintain NopCommerce website.
- Build and maintain Wordpress website.
- Create new and updated web pages for social media.
- Make online sales through social media and website.
- Use OneDrive to store Datasheets.
- Do graphics in Adobe Photoshop, Illustrator, InDesign.
- Do email marketing in Mailchimp.
- Do SEO and Google Analytics for websites and social media, to reach the audience.
- Create reports via Excel, Datasheets via Word, presentations via Powerpoint.

PERMANENT, REDUNDANT, 0215114104

BRAXTON GROUP, CAPE
TOWN, ZA

2016-11 - 2017-03

FRONT END DEVELOPER - 0218832166

WESTERN CAPE

- Make changes using an application by using CSS3, Javascript, JQuery, Html5.
- Work with Data tables and High charts.
- Update Repositories.

CONTRACT, 0218832166

SKAAPLAND, CAPE
TOWN, ZA

2015-04 - 2016-08

IT SOFTWARE SPECIALIST - 0219149740

WESTERN CAPE

- Design & develop online brand creative pieces including landing pages, banners and emails.
- Create new and updated web pages for social media.
- Stay abreast of industry-wide changes in design philosophy and any new tools and technologies being used for digital/online design.
- Create advertisements utilizing typography and design concepts using Adobe Photoshop, Illustrator, InDesign.
- Use MailChimp to send out email campaigns.

CONTRACT, 0219149740

VOASA, CAPE TOWN, ZA 2014-04 - 2014-06	<p>DIGITAL MARKETING MANAGER - 0219149693 WESTERN CAPE</p> <ul style="list-style-type: none"> • Maintain Wordpress website. • Create new and updated web pages for social media. • Stay abreast of industry-wide changes in design philosophy and any new tools and technologies being used for digital/online design. • Create Flyers, Pamphlets, business cards, electronic booklets by using Adobe Photoshop, Illustrator, InDesign. • Use MailChimp to send out email campaigns.
SABER SOLUTIONS, WEB AND GRAPHIC DESIGN, CAPE TOWN, ZA 2012-11 - 2014-02	<p>INTERNSHIP - 0828185556 WESTERN CAPE</p> <ul style="list-style-type: none"> • Design & develop online brand creative pieces including landing pages, banners and emails. • Create new and updated web pages for social media. • Stay abreast of industry-wide changes in design philosophy and any new tools and technologies being used for digital/online design. • Use MailChimp to send out email campaigns. • Create promotional material for marketing purposes using Adobe Photoshop, Illustrator, InDesign. <p>PERMANENT, LOOKING FOR GROWTH, 0828185556</p>
KIMBERLY CLARK, BALE OPRTATOR, CAPE TOWN, ZA 2011-04 - 2012-11	<p>Housekeeping - 0794059350 CAPE TOWN, WESTERN CAPE</p> <ul style="list-style-type: none"> • Operate the Baler, supply material for the machines, throw the core away. • Count the pallets, pack and wrap the pallets. scan the work paste the stickers. • Housekeeping, operating the machines. <p>CONTRACT, 0794059350</p>
INTREPID SOLUTIONS, CAPE TOWN, ZA 2008-03 - 2008-11	<p>PROGRAMMER - 0833777500 WESTERN CAPE</p> <ul style="list-style-type: none"> • Create html, CSS, xml, php, sql, extjs pages. • Programmed in JavaScript and mysql. <p>INTERNSHIP, 0833777500</p>
EDUCATION	
2009-01	<p>DIPLOMA INTERNATIONAL DIPLOMA - Web and Application Developer COMPLETED - 2009</p>
UNISA 2007-01	<p>NATIONAL DIPLOMA NATIONAL DIPLOMA - Web and Application Developer COMPLETED - 2007 TERTIARY EDUCATION, UNISA Project (Internet Programming 3) Advanced Topics (Internet Programming 3) Advanced Topics (Web Management 3) Project Management (Web Management 3)</p>
SAREPTA SECONDARY SCHOOL 2005-01	<p>Certificate SECONDARY EDUCATION, SAREPTA SECONDARY SCHOOL Afrikaans 1st Language (HG), English 2nd Language, (HG) Mathematics (HG), Geography (HG), Biology (SG), Physics (SG) Certificate - Matric MATRICULATED - 2005</p>

ICDL

TERTIARY EDUCATION, NORTHLINK COLLEGE TYGERBURG CAMPUS

Communication and Life Skills 1
Hardware and Networking 1
Web Development 1
Programming 1
Database Management 1
Computerised Accounting and Payroll 1
Entrepreneurship and Business Management 1
ICDL (International Computer Driving License) *
E- Commerce 2
Web and Graphic Design 2
Web Development 2 Programming 2
Web Management 2
Information Systems 2
Development Software 2
Database Management 2

QUALIFICATIONS

Skills

- Ability to turnaround artwork quickly on short notice.
- Exceptional eye for and attention to detail.
- Ability to take direction and work independently.
- Knowledge of email marketing and HTML formatting.
- Working knowledge of HTML5, CSS3, jQuery, PHP, XML.
- Proficiency in Photoshop, Illustrator and InDesign.
- Experience

DESIGNING WEBSITES AND MAINTAINING IT

CAPE TOWN, WESTERN CAPE - FREELANCE (FEW EXAMPLES) Building and maintaining websites.

Wordpress - <https://www.gracefilledgifts.co.za/>

Wordpress - <http://sunbirdflooring.free.nf/>

Wordpress - <https://alus.co.za/>

Wordpress - <https://victor-mouldings.great-site.net/>

NopCommerce - <https://www.cis-online.co.za/>

NopCommerce - <http://www.newneon.co.za/en/>

Wix - <https://offer.piperenu.co.za/>

CERTIFICATIONS

- Web and Application Development
- International Computer Driving License (ICDL)
- Entrepreneur
- Marketing + Online
- Communication