



# REINETTE FRITZ

## MARKETING COORDINATOR

### Profile

I am a versatile marketing professional with a strong track record in managing marketing budgets, digital campaigns, event coordination, and vendor relations. With experience in both traditional and digital marketing, I am currently pursuing a Graphic Design Mastery course and have completed advanced studies in digital marketing. My background in psychology further enhances my ability to understand consumer behaviour. I am highly organised, detail-orientated, and passionate about creating engaging marketing experiences.

### EXPERIENCE

#### MARKETING, PARTNERSHIPS, AND SYSTEMS ADMIN

Love Howick

**February 2025 - Present**

#### MARKETING COORDINATOR

Enertec Batteries Head Office

**2024 - January 2025**

#### MARKETING ADMIN COORDINATOR

Enertec Batteries Head Office

**2023 - 2024**

#### VEHICLE STOCK CONTROLLER & INVOICING

Alpine Volkswagen Hillcrest

**2018 - 2023**

#### RECEPTIONIST

Alpine Audi Pinetown

**2016-2018**

#### SALES ASSISTANT

Alpine Audi Pinetown

**2015**



068 282 8463



fritzreINETTE@gmail.com



Hilton, KwaZulu-Natal, South Africa

### KEY STRENGTHS

- Maintains professionalism, honesty, and confidentiality
- Responsible and dependable, with a strong work ethic
- Highly organised with exceptional attention to detail
- Self-motivated and independent
- Bilingual (English & Afrikaans)

### EDUCATION

**GRAPHIC DESIGN MASTERY- AI, PHOTOSHOP, ILLUSTRATOR, INDESIGN**  
Udemy – Present

**THE MANAGER'S TOOLKIT: A PRACTICAL GUIDE TO MANAGING PEOPLE AT WORK**  
Coursera - 2024

**THE COMPLETE DIGITAL MARKETING COURSE: 12 COURSES IN 1**  
Udemy - 2023

**BACHELOR OF PSYCHOLOGY DEGREE**  
UNISA 2018 - 2020



# REINETTE FRITZ

## MARKETING COORDINATOR

### Responsibilities

---

#### **Marketing, Partnerships, and Systems Admin**

**Love Howick**

**February 2025 - Present**

(Started with Love Howick but are also now managing Love Cities pages, funding proposals, presentations, etc.) **Sole** Marketing Professional - Fully responsible for all marketing, communications, and branding efforts within the company, working independently across multiple departments to meet strategic goals.

- **Digital Content & Campaign Management**

Created and published content across multiple social media platforms (Facebook, Instagram, TikTok) in line with brand guidelines. (Managed the accounts as well).

- **Marketing, Brand Development & Event Management**

Designed and implemented marketing materials to showcase project impact and organisational success stories.

Oversaw and managed key annual events including:

-Golf Day Fundraiser, Business Breakfasts, Mandela Day Initiatives, and Community Outreach Expos.

- **Website & Digital Systems**

Maintained and updated the organisational website to reflect current initiatives and news.

- **Copywriting & Content Creation**

Designed cover pages for training materials, brochures, posters, newsletters, monthly/quarterly/annual reports, funding proposals and promotional content.

- **Data Management**

Managed the database and implemented streamlined systems for data storage, evaluation, and communication.

- **Donor Relations & Fundraising**

Researched, prepared and submitted funding proposals aligned with the organisation's mission and values.

- **Lent a hand on a lot of other things.**



# REINETTE FRITZ

## MARKETING COORDINATOR

### Responsibilities

---

#### Marketing Coordinator

##### Enertec Batteries

2024 - January 2025

#### Administrative

- **Marketing Expense Budget and Strategic Planning:** Developing and managing the marketing expense budget for the upcoming fiscal year, collaborating closely with all branches to gather input on their specific needs. This involved conducting competitor marketing analysis, reviewing past marketing performance across traditional, digital, and event initiatives, and collecting feedback on future marketing preferences. Created a comprehensive budget plan, which included allocations for promotional giveaways, in-store marketing materials, sponsorships, trade shows, staff training, digital marketing strategies (SEO, SEM, email marketing, social media, affiliate marketing), print media, uniforms, and branch-specific visual branding updates.
- **Monthly Financial Reports:** Generated GL reports and tracked budgets for accurate financial reporting
- **Pricing:** Calculate costs and determine dealer and retail prices for incoming shipments, upload to XACT, verify overrides, and create price lists
- **Sponsorships & Invoices:** Manage sponsorships, process invoices, and ensure timely payments
- **Uniforms:** Source quotes, ensure delivery, and manage efficient record-keeping uniform acknowledgement forms
- **Newsletter & Presentations:** Manage quarterly newsletter production and create presentations as required

#### Traditional

- **Print Media & Stationery:** Manage artwork, coordinate deadlines, and ensure accuracy
- **Events & Campaigns:** Oversee print media, trade shows, and campaign execution with sales reps
- **Branding & Materials:** Manage customer branding, POS materials, and vehicle branding

#### Digital

- **Website & SEO:** Create and update products to ensure SEO optimisation for improved search visibility
- **Campaigns:** Run and monitor campaigns, update websites, social media, and in-store displays
- **Product Launches & Lead Management:** Drive product launches, coordinate webinars, update the website, and distribute leads to sales. Manage marketing and optimise campaigns post-launch
- **Social Media:** Create artwork, schedule posts, manage engagement, and work with influencers
- **Spec Sheets:** Create, upload, and maintain spec sheets for the website



# REINETTE FRITZ

## MARKETING COORDINATOR

### Responsibilities

---

#### **Marketing Admin Coordinator**

##### **Enertec Batteries**

**2023 - 2024**

- Event Coordination: Facilitate in planning and coordinating marketing events, such as product launches, trade shows, and conferences
- Data Entry and Analysis: Input and update marketing-related data in databases and customer relationship management (CRM) systems
- Generate reports and assist in analysing data to provide insights for marketing strategies by analysing competitor campaigns and translating findings into actionable insights
- Calculated costs and determined dealer and retail prices for incoming shipments
- Customer Interaction: Handle customer enquiries
- E-commerce Management Orchestrated end-to-end e-commerce operations, overseeing website management, product listings, order fulfilment, and online sales profit reporting, with a focus on Excel-based financial tracking.
- Procurement relationships: Communicate with suppliers to coordinate marketing materials, promotional items, and services. Obtain quotes, negotiate terms, and ensure timely delivery of materials
- Travel Arrangements: Booked flights, accommodation, and car hire for team members
- Budget Tracking: Process invoices, manage expenses, and maintain accurate financial records related to marketing activities
- Maintaining Marketing Supplies: Keep track of and order marketing-related supplies, such as promotional materials and new employee onboarding packages

#### **Vehicle Stock Controller & Invoicing**

##### **Alpine Volkswagen Hillcrest**

**2018 - 2023**

- Managed vehicle acquisition, inventory, distribution, and stock precision. Coordinated logistics, conducted stock audits, and collaborated with sales teams to improve turnover. Created vehicle sales profit records in Excel and conducted performance reviews for the team. Also managed content and engagement on a salesperson's Instagram account.



# REINETTE FRITZ

## MARKETING COORDINATOR

### Skills

---

#### Marketing and Campaign Management

- Competitor analysis, market research, and project coordination
- Digital marketing: SEO, SEM, Facebook Ads, Google Ads, email marketing, and social media marketing
- Campaign management across traditional and digital platforms
- Product launches and lead generation
- Content creation and copywriting

#### Event and Sponsorship Management

- Event planning and coordination
- Sponsorship management and vendor negotiations

#### Administrative and Financial Acumen

- Budget management, strategic planning, and efficient record-keeping
- Pricing and cost analysis (including dealer and retail pricing)
- Financial reporting and general ledger (GL) management

#### E-commerce and Digital Operations

- E-commerce operations and website creation and management
- Product listings and online sales optimisation

#### Design and Creative Skills

- Conceptualising and designing layouts, collaborating with graphic designers to bring ideas to life
- Presentation design

#### Communication and Customer Engagement

- Customer relationship management (CRM)
- Newsletter production and social media engagement
- Coordination of influencers and brand ambassadors

#### Leadership and Interpersonal Skills

- Performance evaluations
- Conflict resolution and decision-making
- Cross-departmental collaboration



# REINETTE FRITZ

## MARKETING COORDINATOR

### Achievements

---

#### Marketing Coordinator

##### Present

- Budget Management: Successfully developed and managed the annual marketing expense budget, optimising allocations across multiple channels
- Social Media: Achieved a 22% growth in social media following
- SEO & Digital Marketing: Improved SEO performance, achieving a 25% increase in search engine rankings for targeted keywords and driving organic traffic to the website
- Achieved an 82.63% score on the 2024 performance appraisal

#### Marketing Admin Coordinator

(2023 - 2024)

- E-commerce Growth: Increased online sales by 329%
- Maintained high customer satisfaction by efficiently addressing enquiries with swift and accurate responses
- Achieved an 82.73% score on the 2023 performance appraisal

---

### SOFTWARE

- |                                      |                              |
|--------------------------------------|------------------------------|
| • Google Analytics, Google AdWords   | • Zoho, SalesWorkplace (CRM) |
| • Facebook Ads Manager               | • Wordpress, Shopify         |
| • XACT, Kerridge, iPartner, CouchCMS | • Office 365                 |
| • AI Generation Tools                | • Canva                      |

---

### REFERENCES

#### Yuné van Niekerk

Marketing Team Leader

Enertec Batteries

#### Dineshin Odayar

Sales Manager

Alpine Volkswagen Hillcrest

\*Contact details available upon request

