



Danielle Roe

Content Creator | Editor | Storyteller

About Me

I am a Social Media savvy brand evangelist and editor, able to weave wit into captivating content. My work is always well-researched, providing diverse content that acts as an effective tool to inform various target audiences.

An SEO enthusiast with a creative flair and a keen eye for detail.

Education

- BA Hons in Philosophy (with Distinction)
University of Pretoria - 2012
Includes subjects: Branding and Visual Identity, Design and Production
- BA: Visual Communication, English, Philosophy
University of Pretoria - 2010
Includes subjects: English for Specific Purposes, Language Studies, Journalism, Research
- Matric Certificate
Marais Viljoen High School - 2005

Technical Skills

- Mac & PC proficient
- Microsoft Office
- Adobe
- CS, Ai, Ps, Id
- CorelDraw & PhotoPaint
- All Social Media Platforms

Contact Me



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South Africa

Brand & Design Skills

- Building wraps, billboards, street-pole ads, gazebos, posters, print ads, packaging, shrinkwraps, captivision, shelfstrips, wobblers, fourcourt fridges, presentation design, web and mobile layout design, Mxit splashes, logo design.
- Corporate Identity
- Concept creation
- Brand management & strategy
- Information & communication design
- Interface design
- On-line marketing & semiotics
- Desktop publishing
- Brand analysis

Experience

Educator, Course Content Creator

**Mondeor High School
2017 – 2021**

- Excellence in writing, proofreading, and editing.
- Excellent research, organizational, and time management skills.
- Strong listening and communication skills.
- Research industry-related topics.
- Edit and proofread written pieces before publication.
- Identify needs and recommend new topics.
- The capacity to work independently and collaboratively.
- Ability to work efficiently without compromising quality or accuracy.
- Create various content types (videos, articles, infographics) with relevant tone and style, adhering to the respective style guides.
- Setting English Home Language Gr8 and Gr9 curriculum.
- Gr8 and Gr9 curriculum organization and content creation.
- Teaching Gr8, Gr9, and Gr10 English Home Language.
- Student trauma counseling.
- Master in charge of the school's tennis academy.
- Debating and public speaking coach to senior and junior debating teams.
- Grading, Marking, and Assessments.
- Founder of Mondeor High Reading Academy.

Educator (Cambridge Curriculum) and Mentor

**British International College
2016 – 2017**

- Identifying the purpose of mentoring and the vision for the program in your organization.
- Understanding your mentor and mentee candidates.
- Consistent communication and promotion to encourage the mentoring program's longevity.
- Mentoring program designed to diminish isolation and exclusivity, increase engagement, improve retention rates, and amplify skill development.
- Continuous research and development of content.
- Teaching A and AS level English language and literature.
- Teaching life skills courses.
- Improving current practices.
- Program design, planning, management, operations, and evaluation.

Senior Graphic Designer and Brand Manager

**Black Barrel
2015 – 2016**

- Develop and institutionalize brand assets and enforce established standards.
- Conducting regular research to understand market trends and analyzing brand positioning and customer insights.
- Strategizing brand guidelines, vision, and value propositions for the short- and long-term.
- Managing budgets and meeting with clients and working closely with other departments.
- Developing customized brand management plans for each product that resonate with target customers.
- Measuring and reporting on campaign performance and assessing KPI and ROI.
- Managing a team working on products and brand initiatives.

Senior Graphic Designer

Connect-Systems Mobile Marketing

2013 – 2015

- Overseeing new and ongoing marketing and advertising activities like product launches, photo shoots and exhibitions.
- Assisting in the design of retail packaging and helping in the creation of in-house displays.
- Working closely with advertising agencies to manage marketing campaigns of the brand.
- Ability to build networks and strong business relationships; ability to engage many diverse stakeholders and SMEs and win their co-ownership in the outcome.
- Develop and manage product life cycle guidelines, gaining consensus from management and partners throughout the process of development.
- Managing all design projects from concept to delivery.
- creating original artwork and reviewing the drafts of junior graphic designers to ensure quality work.
- Designing graphic content, illustrations, and infographics.
- Managing graphic designs from conception to delivery.
- Reviewing junior designer drafts to ensure quality.
- Generating fresh concepts.
- Ensuring brand consistency throughout various marketing projects.
- Liaising between the marketing and design teams to ensure deadlines are met.
- Keeping up-to-date with industry developments.

- Managing all design projects from concept to delivery.
- creating original artwork and reviewing the drafts of junior graphic designers to ensure quality work.
- Ensuring brand consistency throughout various marketing projects.
- Liaising between the marketing and design teams to ensure deadlines are met.
- Keeping up to date with industry developments.
- Generate ideas to portray concepts and advertise products/ services.
- Increase user-friendliness in digital products.
- Maintain brand consistency throughout all our marketing projects.
- Facilitate product campaigns and marketing via emails, microsites, and other landing pages to boost client-to-customer interactions.
- Liaise with other members of the graphic design team to maximize creativity and excellence in performance and delivery.
- Supervise and mentor design staff on project execution and submit performance reports on assigned projects to the executives for appraisal.
- Branding, brand strategy, graphic designing, web design, print design.
- Monitoring social media and company website metrics.
- Utilizing SEO methods to increase site traffic.
- Suggesting new ways to promote company offerings and to reach consumers.
- Using social media to engage consumers, respond to questions or complaints, and promote company initiatives.

Assistant Junior Graphic Designer

7 Different Kinds of Smoke

2012 – 2013

- Involved with design tasks from conception to completion.
- Participate in producing preliminary versions of designs, engaging in design solutions, and processing feedback to improve designs.
- Using graphic techniques to create drafts.
- Producing logos, banners, and interfaces.
- Pitching creative concepts.
- Collaborating with the team to launch projects.
- Branding, brand strategy, graphic designing, web design, print design.

Brand Analyst, Content Management, Online Reputation Management

SaidWot

2011 – 2012

- Build brand identity and on-line presence through the creation and dissemination of multimedia content on-line.
- Developing content strategies.
- Managing a content team, growing an on-line community, and tracking that community's growth.
- Writing, editing, and proofreading content.
- Managing a content team consisting of writers, graphic designers, videographers, etc.
- Formulating a cross-platform content strategy.
- Brainstorm with team members to develop new ideas.
- Build a following on social media.
- Provide editorial, creative, and technical support to team members.
- Track web analytics to ascertain content engagement levels.
- Manage content across all platforms, including email and social media.
- Search engine management.
- Track and monitor brand-specific conversations and mentions on social media.
- Flag off and report perceived threats on social media to the larger social group and stay prepared with media statements.

Brand Strategist Intern

The Brand Union

2010 – 2011

- Responsible for completing clerical and administrative duties.
- Building social media campaigns, and preparing promotional materials.
- Create presentations that advise managers on promoting certain products.

Brand Strategist Intern

Hello World

2010 – 2011

- Responsible for completing clerical and administrative duties.
- Building social media campaigns, preparing promotional materials.
- Create presentations that advise managers on promoting certain products.

Administrator Teaching Assistant, Tutor

University of Pretoria

2009 - 2010

- Department: Business Ethics and Philosophy.
- Tutor classes and study group organization.
- Assisting lecturers and professors with research.
- Postgraduate student representative in the philosophy department.
- Invigilation for exams and assessments.
- Filing.
- Data capturing.