



NATALIE KYRIACOU

MARKETING | COMMUNICATIONS | BRAND MANAGEMENT

PROFILE

I would love to help your company present, promote and be proud of its brand, messaging and purpose - your company's beating heart and what makes you unique.

My 10 years of experience in marketing and communications would be highly beneficial to ensure that all elements of your marketing activities align across all platforms, including your customers' emotional experience of interacting with your brand.

SKILLS

Technical and Functional:

Asana; Canva; Community Management; Copywriting; Email Marketing; Facebook Business Suite; Google Suite; Hootsuite; MagneticHQ CRM; Mailchimp; Medium; Microsoft Dynamics CRM; Microsoft Office Suite; MS Teams; Photoshop; Privy; Proofreading and Editing; Shopify; Skype; Trello; WeTransfer; Wix; Wordpress; Zoom

Soft:

Adaptive; Diplomatic; Good Communicator; Growth Mindset; Intuitive; Leadership; Motivated; Organised; Strong Work Ethic; Time Management

CONTACT

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WORK HISTORY

Henley & Partners, Group Head of Marketing Communications

SEPTEMBER 2021 - JANUARY 2022 (RETRENCHED)

- Provide comprehensive marketing support to the international offices for global marketing campaigns, through social media planning and posting, content generation, copywriting and website updates
- CRM email communication support and database management on Microsoft Dynamics
- Webinar coordination for the regional offices via Zoom as a sales support function
- Work alongside the Content Director with data checking and website update briefs ahead of campaign launches, as well as quarterly data review
- Ensure that all social assets, sales materials and corporate marketing brochures and powerpoints are up to date and relevant to the appropriate campaigns at all times

Truth Coffee Roasting & Totally Wild, Marketing and Brand Manager

MARCH 2021 - AUGUST 2021

- Ensuring that all three brands which I am responsible for - Truth, Aloe24/7 and Anara - are in line with current and potential customers, as well as trends, at all times
- Maintaining a strategic overview of the businesses as well as future marketing opportunities
- Working closely with agencies to ensure that the brand purpose is upheld and respected throughout communications activities
- Providing feedback on brand activity to support strategy and direction of the brand

Regency Global, Communications and Business Development Coordinator

FEBRUARY 2018 - MARCH 2021

- Communication and relationship development with new and existing clients locally and internationally, as well as global broadcasters, about our brand and product offerings
- New business development through online leads research and building strategic partnerships with current and potential customers
- Communication and PR with new business leads and corporate partners
- Copywriting, content creation and proofreading
- Drafting proposals for clients and media partners
- Event planning and management

EDUCATION

BCom, Business Management and Marketing - Damelin Business College, Mowbray (graduated 2007)

I recently completed an intensive Digital Marketing online course on Udemy to get up to speed on the latest marketing trends, and am currently working through a highly interesting Life Coach Certification online course.

I Matriculated with Distinction at Worcester Gymnasium in 2001.

INTERESTS

I am the Club Captain of K-WAY VOB Running Club, and running is an undeniable part of my life. I attempted to run my first Comrades Marathon in June 2019 and am determined to go back to finish it.

When not working or running, I love to cook, read, hike, study and spend time with friends and family.

REFERENCES

Available on request

QUOTE TO LIVE BY

Six months of hardcore focus and alignment can put you five years ahead in life. Don't underestimate the power of consistency and desire. Harness your power. Exceed your expectations.

WORK EXPERIENCE (CONTINUED)

Abland Property Developers, Marketing Coordinator (Contract)

SEPTEMBER 2017 - DECEMBER 2017

- Marketing material copywriting, editing and proofreading
- Communications with clients, brokers, media and PR companies
- Drafting proposals and marketing reports
- Maintaining contact with agencies to ensure that the brand communication is current and relevant across all platforms

Regency Global, Operations and Research Coordinator

JANUARY 2011 - AUGUST 2017

- Communication and relationship building with international broadcasters about our upcoming series
- Social media coordination and marketing campaigns for all projects
- New Business Development and leads management
- Crowdfunding for CSR programme, ResponsibleMe
- Website copywriting, editing and layout
- CRM database updates and maintenance on MagneticHQ

ResponsibleME - Acting Programme Manager

APRIL 2010 - DECEMBER 2010

- ResponsibleME is Regency Global's CSR programme, a schools based education and life-skills initiative
- Duties included facilitator training, logistics management, basic project management

IPACC - Office Administrator

MARCH 2007 - MARCH 2010

- Logistics planning and coordination for international travel, EXCO meetings
- Operations support at the IPACC Pan-African workshop on geospatial information technology, Namibia, August 2008
- Publication editing and copywriting

Grab-A-Student - Ad hoc work during my full time BCom

2004 - 2006

- Promotions
- Sales
- Reception work
- Deliveries

Musica - Sales Assistant

2002 - 2003

- Sales
- Stocktake
- Front of House
- Customer Support

Freelance marketing support work

MAY 2020 - PRESENT

Freelance work helps me hone additional marketing and communications skills, flex my creativity muscles freely, and manage my time constructively. Here is a brief rundown of the skills I exercise through my freelance activity:

- Shop management, website edits and blog posting on Shopify
- Website updates on Wix
- Email marketing and reporting on Privy
- Design or marketing and social media collateral using Canva Pro
- Social media posting on Facebook Business Suite
- Copywriting and proofreading