



www.JaclynHartman.com


## EDUCATION

 Vega School of Brand Leadership - Introduction to Web Design: Certificate 2012

 AFDA 2005 – 2007  
The South African School of Motion Picture Medium & Live Performance  
BA in Motion Picture Degree

 St Teresa's School, Rosebank, 2002  
Subjects included: Computer Science & Mathematics passed with distinction.

## DETAILS

 071 892 3396

 kiki.gir@gmail.com

 24 March 1984

 South African

 Female

 Single

## SKILLS



## EXPERIENCE

Marketing, Branding & Advertising Manager for City Pets Supermarket, Current

- Logo and corporate identity.
- Plan the advertising, including which media to advertise in, such as print, online, and billboards.
- Designing all advertising materials, which includes - flyers, competitions, bumper stickers, posters, billboards, newspaper & magazine adverts.
- Design of the City Pets website as well as doing changes to keep site up to date and sending out monthly email adverts.
- Design of the City Pets products and liaisoning with the product developers - Bird feed, dog food, cat litter, dog beds, dog shampoo & animal transport boxes.
- In charge of branding & signage in-store: bulkheads, aisle indicators, gondola ends, window decals & shop front signs.
- Organising and design of uniforms for staff.

Designer for the Legacy Group, 2012/2013

- Designing marketing material for all the Legacy Hotels, Bush lodges and Resorts as well as Legacy Lifestyle.
- Designing promotional material for all of Legacy Lifestyle's Partners for their Rewards program.
- Designing coloured till slip paper and the Hotels Directory for print.
- Designing Marketing Billboards for legacy lifestyle.
- Re-designing artwork and layout for Legacy Lifestyle and Legacy Hotels web site.
- Competition artwork to go onto facebook & twitter.
- Making presentations for the Marketing Director of Hotels.

Visual Communicator for Strawberry Worx, 2011/2012

- Re-design of company logo & developing a company identity & the company stationery.
- Designing Billboards internally.
- Mocking up sites for sales brief for client presentations.
- General Office administration

Corporate Video Editor for Keystone Productions, 2010/2011

- Editing material for broadcast at corporate functions.
- Filming at events for live feed to screens.
- Editing graphics and doing sound design

Producer & Editor for Workers' World Media Productions, Cape Town 2009 - first Labour Show on CTV

- Organising crew and cast for shooting of the show.
- Liaising with Director and CTV.
- Editing show for broadcast - offline and online.

Editor for Urban Brew, 2008/2009 - SSTV (Southern Sudan Television) & Cooking Magic

- Editing weekly EPK's, promos and weekly loops.
- Editing footage and exporting programs for broadcast schedule.
- Compile fillers for broadcast.

Videographer for Primedia Broadcasting, 2008

- Filming, Capturing and Editing footage of events.
- Internet Content for www.highveld.co.za website.
- ETV adverts for 702 and CapeTalk radio stations.

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