





ALLYTHATSMEME

WEB • DIGITAL • DESIGN

CONTACT ME

 Cape Town, South Africa

 +27 82 334 8285

 alessandra.fourie@icloud.com

 www.allythatsme.com

 [@ally_thatsme](https://www.instagram.com/ally_thatsme)

 [alessandra-fourie-49291169](https://www.linkedin.com/in/alessandra-fourie-49291169)

SKILLS SUMMARY

●●●● UX & Web Design


●●●● Aesthetic Graphic design

●●●● Social Content

●●●● Copywriting

●●●● Email Marketing

AWARD RECEIVED

 Land Rover South Africa Digital Award 2017/2018

PERSONAL SUMMARY

A digital design freelancer, occasional photographer and somewhat of a story-teller, currently living in the alluring, Cape Town, South Africa.

Holding a digital award, a BCom Honours degree and over nine years of corporate marketing experience for premium brands, like Jaguar, Land Rover and Apple, I pride myself on having learnt an invaluable way of thinking, which I now incorporate into my designs and creations. Please check out my website for examples of my work.

WORK EXPERIENCE

Global Marketing Manager

Because Creative Experiences | June 2019 - Oct 2020

- Internal B2B marketing strategy & budget
- UX Website development & CRM management via Hubspot
- Lead-gen strategy & responsible for implementation
- Digital customer journey touchpoints
- Marketing research & insights, analytics & reporting
- Ran paid digital advertising & social media campaigns
- Oversee content programme & strategies
- Professional copywriting
- Digital graphic design
- Management of various teams (interns, suppliers)

Marketing Manager

Jaguar Land Rover Retailer | May 2016 - May 2019

- Brand development & growth within the retailer environment
- Formulation of marketing structures and process foundations
- Quarterly marketing strategies & budgets
- New vehicle/product launches
- Digital content strategy




ALLYTHATSMEME

WEB • DIGITAL • DESIGN

CONTACT ME

 Cape Town, South Africa

 +27 82 334 8285

 alessandra.fourie@icloud.com

 www.allythatsme.com

 [@ally_thatsme](https://www.instagram.com/ally_thatsme)

 [alessandra-fourie-49291169](https://www.linkedin.com/in/alessandra-fourie-49291169)

SKILLS SUMMARY

●●●● UX & Web Design


●●●● Aesthetic Graphic design

●●●● Social Content

●●●● Copywriting

●●●● Email Marketing

AWARD RECEIVED

 Land Rover South Africa Digital Award 2017/2018

WORK EXPERIENCE CONT.

- Digital marketing analytics & insights
- Social Media strategy including influencer relationships
- PR and media
- Managed relationship between that of the retailer group (CMH) and Jaguar Land Rover South Africa

Marketing & Events Co-ordinator

Apple Electronics (Core Group) | June 2013 - April 2016

- Event, campaign and project co-ordination
- Across group of companies: iStore, iStore B2B, ThinkAhead, accessories (eg. Fitbit)
- New product and/or store launch marketing
- Budgeting & reporting
- Social media content
- Marketing research & competitor analysis

EDUCATIONAL HISTORY

User Experience Design Online Short Course

University of Cape Town | Sept 2020 - Dec 2020

- Averaged 90%

BCom Honours Business Management

University of Pretoria | Jan 2007 - Apr 2011

- Elected as part of a group of 25 students out of over 200, to pursue my Honours degree, once I had completed my Bachelor of Commerce

Matric IEB certificate with exemption

Cornwall Hill College, Pretoria | Jan 2002 - Dec 2006