



# ALLY FOURIE

Aesthetic Digital Designer

**Website**

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**Location**

Birmingham  
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B3 1EB

## EXPERTISE

[including, but not limited to]

ADOBE XD

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

FIGMA

ADOBE INDESIGN

CREATOPY (ONLINE)

CANVA (ONLINE)

## ABOUT

Originally from Cape Town, South Africa, I'm a **digital design specialist**, occasional photographer and somewhat of a story-teller, currently living [and thriving] in the glorious **Birmingham, United Kingdom**. 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 graphic design and creations. Please check out my website for latest examples of my work.

## EXPERIENCE

**Global Marketing Manager**

Because Creative Experiences, Cape Town  
2019 - 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 | Paid digital advertising & social media campaigns | Oversee content programme & strategies | Adhoc marketing copywriting | Digital graphic design | Key supplier & team management

**Marketing Manager**

Jaguar Land Rover, Pretoria & Cape Town Retailer  
2016 - 2019

Brand development & growth within the retail environment | Formulation of marketing structures and foundational processes | Quarterly marketing strategies & budgets | New vehicle and product launches | Digital content strategy | Digital marketing analytics & insights | Social media strategy including influencer relationships | PR and media | Managed relationship between that of the retailer group (CMH) and brand, Jaguar Land Rover South Africa

**AWARD ACHIEVED**

Land Rover South Africa Digital Award  
2017 - 2018

**Marketing & Events Co-ordinator**

Apple Electronics, [Core Group] Johannesburg  
2013 - 2016

Event, campaign and project co-ordination – Across group of companies: iStore, iStore B2B, Think Ahead, Accessories (eg. Fitbit) | New product and store launch marketing | Budgeting & reporting | Social media content | Marketing research & competitor analysis

## EDUCATION

**SKILLS DEVELOP**

**User Experience Design**

Online Short Course

**University of Cape Town** | Sept 2020 - Dec 2020

*Averaged 90% and discovered my true passion.*

**POST-GRAD**

**BCom Honours**

Business Management

**University of Pretoria** | Jan 2007 - Apr 2011

*Once I'd completed my undergrad BCom, I was elected & chosen as part of a group of 25 students [out of over 200 initial entrants] to pursue my post-grad [Honours] degree*

**SCHOOL EDU**

**Matric IEB**

Certificate with Exemption

**Cornwall Hill College, Pretoria** | Jan 2002 - Dec 2006