





https://melaniekidson.myportfolio.com/

https://www.linkedin.com/in/melaniekidson/



# Melanie Kidson

Highly motivated and results-oriented professional with over 30 years of experience in revitalizing brands, fostering digital growth and implementing operational innovation across diverse industries.

# Skills

- Strategic Planning: Crafting and implementing long-term strategies to drive brand growth.
- Market Research: Utilizing data-driven insights to inform business decisions.
- Campaign Development: Creating and executing award-winning marketing campaigns.
- Adaptability: Integrating seamlessly into new environments and tackling challenges head-on.
- Team Leadership: Building and motivating high-performing teams.
- Client Relationship Management: Managing client portfolios and fostering strategic partnerships.
- Brand Management: Enhancing brand identity and market presence.
- Operational Efficiency: Streamlining processes to boost productivity and reduce costs.

"Performance Powerhouse"

# Partner with Proven Expertise

I am a problem-solver, a strategist and a doer. My career has been a journey of diverse experiences, equipping me with a broad skill set that allows me to contribute effectively to various teams and projects. I thrive in collaborative environments, where I can leverage my expertise to drive collective success. With a strong foundation in marketing communications and a proven track record in operational roles, I offer a unique blend of strategic thinking and practical implementation. I excel at building relationships, fostering teamwork and delivering results that exceed expectations. Whether it's developing marketing campaigns, optimizing business processes, or managing complex projects, I bring a collaborative and solution-oriented approach. My ability to understand the big picture while paying attention to the details makes me a valuable asset to any team. I am confident in my ability to contribute meaningfully to your organization's success.

# ertifications

EQ: Attracting & Retaining Talent **Negotiation Skills** Leadership Development Certificate in Professional Advertising



BA Languages(English) (German) University of Johannesburg RAU)

# My Skills

Advertising: Campaign Planning & Execution
Brand Management
Communications Strategies & Plans
Contact Reports & Minutes
Copywriting

Corporate Social Responsibility Implementation

Designing: Brand & Corporate Identities and Marketing Material

Document Templates Creation

Event Management

Google Ads: Content Creation & Basic Account Management Internal Communications Campaigns

Market Research: Design, Execution & Reporting

**Marketing Planning** 

PR & Media Liaison

Presentation Design

**Project Management** 

**Proofreading & Editing** 

Sales Collateral: Concept, Content Creation & Design
Social Media: Concept, Content Creation, Design & Posting
Stakeholder Relationship Management
Website: Content Creation, Basic Design, Setup & Maintenance
Writing: Business Documents & Reports

Together, we can build something extraordinary: relevant, impactful work that delivers.



# **Tools and Platforms Proficiency**



### **Content Creation**

- Adobe Creative Express
- Clipchamp
- Grammarly
- Hemingway
- · Microsoft Designer
- Pixelied
- PowerPoint
- Publisher
- Thinkific
- YouTube



### Communication

- Mailchimp
- Microsoft Office 365
- Outlook
- Zoom



### **Mind Mapping**

Mindmeister



### **Word Processing**

Word



### **AI Tools**

- Copilot
- Chat-GPT
- Gemini



### **Social Media Management**

- facebook
- Instagram
- LinkedIn
- WhatsApp Business



### **Website Optimization**

- Google Analytics
- Google Search Console
- Squoosh



# Website Setup & Content Development

- Adobe Portfolio
- Behance
- Online Reseach
- Visual Resources (Pond5, Pixabay, Unsplash, Pexels, Vectorstock, Freewolf)
- WordPress



### **Operating System**

Windows 11

## **About Me**

#### Core Values and Work Ethic

I am a dedicated and responsible individual committed to excellence in all endeavors. My passion for storytelling and connecting with people drives my interpersonal approach. I possess a strong work ethic characterized by attention to detail, fairness and a positive outlook. I thrive under pressure, maintaining composure and seeking innovative solutions.

### **Personal Development and Growth Mindset**

Curiosity is the cornerstone of my personal and professional growth. I am a lifelong learner who embraces challenges as opportunities for development. My ability to adapt to changing circumstances and learn from setbacks has shaped my resilience and determination.

### **Interpersonal Skills and Teamwork**

Effective communication and strong interpersonal skills are essential for success. I value empathy, respect and honesty in my interactions with others. I am a collaborative team player who believes in the power of diversity and inclusivity.

### **Ethical Conduct and Integrity**

Integrity and fairness are guiding principles in my life. I am committed to ethical conduct and building trust through consistency and reliability. I believe in treating everyone with respect, regardless of their background.





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# My Work

### See more here: https://melaniekidson.myportfolio.com/welcome



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# **Experience**

01 Marketing Consultant Genesis Construction

Jan 2022 - Present

- Revitalized the brand identity, establishing a distinctive presence in a competitive industry landscape.
- Leveraged market research and strategic insights to identify unique brand positioning opportunities, significantly boosting visibility.
- Integrated brand CI across digital platforms, enhancing recognition and driving increased online engagement and lead generation.

General Manager
Genesis Paving

Sep 2014 - Aug 2021

- Demonstrated expertise in business management, strategic planning and operational efficiency.
- Restructured operations, resulting in a notable increase in productivity and a reduction in costs.
- Enhanced customer satisfaction by implementing quality assurance processes and improving service delivery.
- Hands-on management style led to significant growth in team motivation and annual revenue.

Communications Manager
Sasol New Energy
Apr 2013 - Jun 2014 (Contract)

- Developed and executed strategic communication plans aligned with corporate objectives.
- Internal communications campaigns significantly improved employee morale during a major restructuring program.
- Spearheaded communication efforts for high-impact projects, enhancing corporate communication efficiency.
- Led the launch of SGEPP in Mozambique, generating an above-expected return on publicity investment.

O4 Account Manager Group Brand Sasol Limited

Sep 2011 - Mar 2013 (Contract)

- Ensured seamless brand momentum during a critical temporary role.
- Streamlined marketing and communications operations, cutting costs by 20%.
- Led successful CSI and sponsorship initiatives, enhancing the company's standing among key local government decision-makers.

05 Residential Rentals Manager Propvest Real Estate Nov 2010 - Aug 2011

- Expanded the rental division by creating a robust portfolio with high occupancy rates.
- Addressed property maintenance issues and tenant disputes, enhancing property value and tenant satisfaction
- Efforts boosted the division's performance leading to substantial additional revenue generation.

Business Development Representative
Ask Africa Consumer Research
Jan 2010 - Oct 2010 (Contract)

- Amplified the brand's market presence and facilitated cross-selling opportunities through the strategic promotion of the TGI product.
- Tapped into a professional network, expanded the company's market reach and generated high-value leads.
- Developed and executed strategic sales presentations for the TGI product, which resonated with potential clients and drove business growth
- Identified new product offerings for clients, such as buying only specific segments or brands, enhancing product appeal.

O7 Head of Marketing
Virgin Mobile SA
Jan 2009 - Sep 2009 (Retrenched)

- Spearheaded a brand resurgence, leading to a 20% increase in brand awareness and a 15% boost in sales within nine months.
- Restructured the Marketing Department improved job satisfaction and streamlined communication activities.
- Collaborated with HR to integrate internal communications campaigns addressing strategic business objectives.
- Revitalized enthusiasm for the brand, significantly enhancing the company's market position.

Founder & Director

KMC Marketing Communications

Oct 2004 - Dec 2008

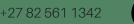
- Launched and scaled the agency, managing over 450 projects.
- Fostered strategic partnerships and consistently exceeded client expectations
- Expanded service offerings through alliances with industry leaders and achieved success with major brands.
- Nurtured a high-performing team, providing mentorship to individuals who excelled in their marketing careers.

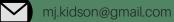
Project Manager
iD8 Brand Marketing Agency
Jan 2004 - Aug 2004 (Contract)

- Showcased adaptability and ability to lead complex projects to successful completion, including the transformation of Comparex to Business Connexion after the merger.
- Managed multiple high-stakes projects simultaneously, ensuring timely delivery and exceeding client expectations.
- Contributed to solidifying iD8's standing as a formidable player in the strategic brand marketing industry.









# Experience cont.

Group Client Service Director

Asaguyz now Joe Public

Feb 2003 - Oct 2003 (Retrenched)

CTM, Italtile, and Tracker.

- Revitalized a faltering client service division,
- tackling significant client dissatisfaction.Managed a diverse portfolio including Clover,
- Implemented strategic initiatives that bolstered team performance, client satisfaction and retention
- Client Services Director
  O2 Communications
  - Mar 1997 Jan 2003
  - Played a pivotal role in post-launch growth, securing long-term partnerships with blue-chip corporates and leading SMEs, such as Sasol, McCarthy Call-a-Car, OFM Radio
     Oranje, Battery Centre, 4th Dimension
     Financial Services, Infracom, eBucks, and PAG
     Staffing Solutions.
  - Contributions led to industry recognition, including an Adfocus Award for "Best Small Agency of the Year".
  - Drove significant revenue growth and greatly enhanced the company's market position.

- 12 Strategic Planner: Advertising The Agency
  - Nov 1996 Feb 1997 (Contract)
  - Crafted and executed an effective advertising strategy for Telkom.
  - Leveraged persuasive communication skills to ensure stakeholder buy-in and support.
  - Managed a high-pressure account, successfully repositioning Telkom and enhancing its brand perception.

13 Strategic Planning Director
JWT International Advertising Agency (now Wunderman
Thompson)

May 1995 - Oct 1996

- Held a pivotal leadership position, fostering long-lasting client relationships.
- Cultivated strong partnerships with global clients, including multinational giants like Kellogs, Kraft Jacobs Suchard, and Dairymaid Nestle.
- Directed the creative conceptualization process, ensuring optimal portfolio management for leading FMCG brands.

Marketing Planning Manager
Lindsay Smithers-FCB International Advertising Agency (now FCB)

Sep 1987 - Apr 1995

- Crafted impactful campaigns that drove business growth for clients
  across a diverse range of brands, such as Sasol (fuel, oil, fertilisers), SAA,
   Colgate Palmolive, White Horse Whisky, Kahlua liqueur, Egg Board, Meat
  Board, Transnet, Prestige Cookware, International Express, Simba,
   Ster-Kinekor, Nampak Tissue (Cuddlers, Twin saver) and Old Mutual Unit
  Trusts
- Led the Business Unit responsible for creating South Africa's most-liked television commercial, Sasol's "Little Boy" (Amaglug-glug).
- Appointed to the board of directors in recognition of contributions to the agency's success.

Senior Researcher
Naspers (now Media 24)

Jul 1982 - Jul 1987

- Utilized consumer insights to drive strategic business decisions, bolstering market intelligence and advertising revenue.
- Collaborated closely with editorial and sales teams to create popular magazines and newspapers, significantly boosting the company's share of print advertising spend.
- 16 Queries Clerk
  Medscheme

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Mar 1982 - Jun 1982

- Elevated client satisfaction and operational efficiency through bilingual proficiency and adept problem-solving skills.
- Excelled in managing client queries, fostering constructive discussions, and enhancing overall service delivery.





