
About.

My experience spans operations, project management, creative direction, SEO, marketing and development. Over the years I've worked across all areas of a project, from strategy and planning through to creative, development and delivery.

For the past nine years I've been the Founder and Managing Director of 1Pulse Digital, a creative and digital studio working with businesses across hospitality, retail, legal, education, professional services and technology. I've built a long-standing client base that includes national and global brands such as WeWork South Africa, KFC, Nando's, Gong cha and The Loeries.

Running 1Pulse means I'm involved in both the business and the work. I manage clients, projects, budgets and teams, while also setting strategy and creative direction and overseeing delivery. I lead a team of designers, developers and copywriters, bringing in the right people depending on what each project needs, and I'm used to managing several projects and priorities at the same time.

I've handled SEO as part of every website I've built, covering on-page SEO and technical fundamentals such as site structure, metadata, headings, internal linking, image optimisation, performance and ongoing improvement.

My strength lies in understanding what a client or business needs, working out the best way to approach it and making sure the work gets done properly. I'm a strategic thinker and problem solver, but I'm also very hands-on and pay close attention to the detail.

More recently, I've developed a strong interest in AI and how it can be used practically in business. I've completed several courses through Anthropic and have been building AI agents, workflows and reusable systems to improve the way I work and run the business. I've also started consulting and helping other businesses understand and implement AI in their own operations.

Key Competencies.

- Strong team leader who works well with designers, developers, marketers and copywriters
 - Strategic thinker and problem solver
 - Strong client and relationship management skills
 - Creative thinker with experience across brand, digital, marketing and technology
 - Hands-on SEO experience across website planning, build, launch and optimisation
 - Commercially minded with experience in proposals, pitching, budgeting and business development
 - Hands-on, adaptable and detail-oriented
-

Experience.

Founder & Managing Director

2017–Present

1Pulse Digital

Founder, Managing Director and Senior Graphic Designer at a creative and digital studio working across strategy, branding, SEO, marketing, design and development.

- Manage the day-to-day running of the business, including clients, projects, team resources, budgets and suppliers
- Set the strategy and creative direction across client accounts, from initial brief through to final delivery
- Manage long-standing relationships with business owners, executives and marketing teams
- Lead website and digital product projects across UI/UX, WordPress and custom development, working closely with developers using React, Next.js, JavaScript and Tailwind CSS
- Implement on-page SEO and technical SEO fundamentals across every website I build, including site structure, metadata, headings, internal linking, image optimisation and performance
- Manage marketing across Google, Meta and LinkedIn, including campaign planning, paid media, landing pages and reporting
- Build AI agents and workflows for the studio, and consult with other businesses on practical ways to adopt AI

Skills: Operations · Project Management · Creative Direction · Brand Identity · Strategy · UI/UX · Web Development · SEO · Marketing · Paid Media · Client Management · Team Leadership · AI Consulting

Creative Director

Feb 2021–Feb 2025

The Loeries

Led creative and digital work for The Loeries across its year-round activity and annual Creative Week.

- Set the creative direction across digital, print, social, event and environmental design
- Managed the Loeries website, including UI/UX, WordPress development, on-page SEO and ongoing content optimisation
- Directed event branding across Creative Week venues
- Managed designers and developers across creative and digital projects
- Managed email marketing and communications to entrants, judges and industry partners

This role ran in parallel with founding and operating 1Pulse Digital.

Skills: Creative Direction · UI/UX · WordPress · SEO · Event Branding · Graphic Design · Marketing · Social Media · Email Marketing · Project Management

Marketing Traffic Manager

2016–2018

Lingo Communications

Managed client projects and deadlines across a busy communications agency while also supporting design, development, marketing and PR work.

- Managed multiple client projects and deadlines at the same time
- Coordinated work between clients, designers, developers, copywriters and the communications team
- Built and maintained client websites using WordPress, including on-page SEO
- Designed marketing collateral, campaign assets and digital content
- Assisted with PR work, including media lists and journalist liaison

Skills: Project Management · Traffic Management · WordPress · SEO · Graphic Design · Marketing · PR · Client Management

Key Accounts Manager

Jan 2016–Jun 2016

Kingpin Printing (Pty) Ltd

Managed key client accounts and large-scale commercial print projects.

- Managed key client accounts and acted as the main point of contact
- Managed print projects from brief through to production and delivery
- Coordinated suppliers and production teams
- Oversaw quality control across large-format and high-volume print work

Skills: Account Management · Client Service · Production Management · Print Production · Quality Control · Supplier Management

Account Manager

Aug 2015–Jan 2016

Stuf Solutions (Pty) Ltd

Managed existing retail accounts and developed new business across the sports retail market.

- Generated new business through direct outreach to sports retailers
- Managed existing client accounts
- Built relationships with retail stores and buyers
- Planned and created social media content

Skills: Business Development · Account Management · Retail Marketing · Client Relationships · Social Media

Travel Consultant

Oct 2014–Aug 2015

Pentravel

Managed domestic and international travel bookings for clients from initial consultation through to final booking.

- Consulted with clients on travel requirements, budgets and preferences
- Planned domestic and international itineraries
- Managed flights, accommodation and travel documentation
- Maintained client relationships throughout the booking process

Skills: Client Service · Sales · Account Management · Administration · Travel Planning

Education & Professional Development.

Marketing Management Studies

Damelin · 2012–2014 (two years completed)

Google Ads Certification

Google

Claude & Applied AI Coursework

Anthropic

Google Project Management Certificate

Google

HTML, CSS, React & Advanced Graphic Design

Udemy

Languages.

English (Native)

Portuguese (Fluent)

References available on request.