



Jolandi Maré

GRAPHIC DESIGNER | ART DIRECTOR

Hello, get to know me.

I have **16 years** of graphic design and Art Direction experience in digital-, social-, print design, corporate identities, retail design, web design, exhibitions, magazine/publication design and layout for various clients across the world.

I have excellent skills in interpreting and understanding a clients needs, a distinct eye for detail, excellent communicative and people skills. I'm a highly creative and passionate individual with a great drive and burning desire to give 100% in every project and aspect of life. I can take any project from concept to finish.

Personal information.

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☎ 0421148912

📍 Brisbane

☑ Permanent Resident

📷 [JM Let's Create](#)

Education

2006 - 2008

BA Graphic Design

Location: DESIGN SCHOOL SOUTHERN AFRICA
Pretoria.

Graduated in Graphic Design and Mulitmedia at the Internationally acknowledged Design School of Southern Africa.

Skills software.

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Adobe Firefly

Adobe Xd

Moderate in Word Press

Busy learning Adobe Premier Pro

Design expertise.

Graphic Design

Art Direction

Corporate Profiles

Corporate Identities

Magazine Design &

Printing

Catalogues

Brochures, Adverts (Print
and digital)

E-mailers

Advertising Campaigns

Promotional Designs

Retail Design

Exhibition Designs

Branding

Web Design

UI and UX

Social Media Marketing

Social Media Strategy

Photography and editing
(for print and web)

Product Photography for
e-commerce

Team Management

Business start up

Business Strategy etc.

Work

experience.

2024 - Currently Freelance Graphic Design

Location: Brisbane, Australia

Start August 2024 - December 2024

Company: TOTO & Co. Advertising Agency

In-house Freelance Graphic Design

Worked on big property clients such as Radisson Blu and TRYP Hotel by Wyndham - Southport Gold Coast.

- Logo Design
- Brochures
- Brand Development
- Website Design
- Adverts
- EDM's
- Video Storyboards
- Signage

Company: JFS Engineers

New corporate profile/capability statement template.

Company: ENGENERA

Logo refinement and new corporate profile/capability statement.

Company: FITNESS CARTEL AUSTRALIA
MERSE WELLNESS SPA

Graphic Design.

Design of new poster that was rolled out in all their gyms across the country.

2018 - 2023 Graphic Design & Marketing

Location: Pretoria, South Africa

Company: CANINE KIDS (Pty) Ltd

Business Owner.

- Designed and created the brand identity for Canine Kids, a cage-less doggy daycare and boarding facility, ensuring a distinctive and appealing image that resonated with the target market
- Built and maintained the website using WordPress (caninekids.co.za), optimizing it for user experience and search engine visibility to attract and retain customers

- Conducted all marketing and advertising efforts, including designing promotional materials, and leveraging paid advertising strategies to increase brand awareness and customer engagement
 - Ran successful social media campaigns across multiple platforms, creating engaging content that highlighted service offering, showcasing customer testimonials, and promoting special offers, significantly boosting online presence and client base
 - Completed an animal behavior course and performed extensive location and target market research to ensure a safe and secure environment for the dogs, aligning our services with the needs and expectations of our clients
 - Hired, trained, and managed a team of employees, ensuring high-quality care and service, while also overseeing client management and bookings to maintain strong customer relationships and satisfaction
- Sold the business successfully in 2023.

2015 - 2017 Senior Art Director

Location: Pretoria, South Africa

Company: Red September

Digital Marketing Agency.

Core Responsibilities:

- Worked closely alongside the Creative Director, Digital Strategist & Web Developers
- Managed two Graphic Designers in my team
- Worked closely alongside the Traffic Manager and Account Managers to meet deadlines
- Web design, Brand Identities, Corporate Profiles, Logos etc.
- Brainstorm new campaigns
- Design and Strategies for social media marketing
- Various big advertising campaigns below and above the line
- Designed and attended various design pitches for new clients
- Photography
- Ran the in-house internship programme. On-boarding and training new interns
- Worked on big known brands such as John Deere, Unicef, Tupperware etc.

AWARD NOMINATIONS

Finalists at the Assegai Integrated Marketing awards in 2015 for our eStudy Direct Marketing Campaign and ROI.

Finalists at the Pending awards for our UNICEF Breastfeeding campaign.

2014 - 2015

Graphic Designer

Location: Cape Town, South Africa

Company: ZOONA (PTY) LTD

Zoona is a mobile money transfer business and the Best Mobile Start-Up in Africa.

- I created a new Brand Identity and rolled out all sales and marketing material across the board
- Design of new website
- In-house branding

2011 - 2013

Graphic Designer

Location: Cape Town, South Africa

Company: DTMSA

Marketing Agency.

I have worked on various print and digital projects for the following clients:

- Corporate: Eskom, Brand ID, Complex
- Fashion: EMI, Maidenform, Lilyette, Flexees, After Eden - Elle McPherson
- Agency: GBR, Unitel
- Entertainment: Heart 104.9FM radio station
- Travel: Passport Magazine
- Retail: Eastgate shopping centre, Northgate shopping centre and Waterfall Mall shopping centre

2009 - 2011

Graphic Designer

Location: Centurion, South Africa

Company: MECALC (Pty) Ltd.

Subsidiary of MÜLLER-BBM (Germany)

Corporate Engineering Firm.

Creation and implementation of the company brand and corporate identity from the ground up. Job includes graphic design work for MÜLLER-BBM and other international subsidiaries.

Core Responsibilities:

- Graphic Design and Marketing work for both companies, Mecalc and Muller-BBM
- Company Branding and corporate identity development
- International projects for exhibitions and adverts all over the world. Have specifically done work for America, Germany, France, Korea, Scandinavia
- Created a major Software Catalogue, Hardware Brochure and Training Brochure for Muller-BBM in Germany

2008

Graphic Design Internship

Location: Pretoria, South Africa

Company: Yonder Media

Worked on a new mobile website.

Related strengths.

- Attention to detail
- Excellent people and communication skills at all levels
- Team management skills
- Creative and versatile
- Professional approach
- Good organizational and time management skills
- Perform very well under pressure and very hard working
- Perseverance



Thank you.