









CONTACT ME

 (+27) 79 1072 599
 warren1fuller@gmail.com
 Cape Town, South Africa

 [My Instagram](#)
 [My LinkedIn](#)
 [My Portfolio](#)

EDUCATION

North-West University

2017 - 2019

BA Communication Studies (*cum laude*)

Hoër Volkskool Potchefstroom

2012 - 2016

National Senior Certificate

SKILLS

Microsoft Office/Google Suite

CapCut Video Editing

Adobe Illustrator

MailChimp + Content Scheduling

Adobe Photoshop

Wordpress/Wix/Wix Studio

Adobe Indesign

WPBakery / Elementor

WARREN FULLER

MARKETING & COMMUNICATION

“Your marketing team is about to get "Fuller"! I'm a passionate Brand Manager, Designer and Creative with a toolbelt filled with everything you've wanted for your brand and more.

With expertise in social media management, content creation, graphic and web design, and strategic branding, I deliver creative, innovative and impactful solutions.

I've consistently gone above and beyond to achieve exceptional results. Whether it's running multiple social media accounts or rebranding entire companies, no challenge is too big. Open to freelance opportunities or in-house marketing positions. I'm eager to bring my skills and passion to your team. Let's make waves in your industry!

PLATFORMS

Facebook 

Instagram 

LinkedIn 

Pinterest 

WhatsApp 

LANGUAGES



Afrikaans (Fluent)



English (Fluent)

INDUSTRIES

Events | Custom Manufacturing | Decor & Furniture | Art | Video and Marketing | Beauty
Food & Drink | Transport | Education | Engineering | Construction | Law

MARKETING
STRATEGIES
FOR
BUSINESS

WARREN FULLER

MARKETING & COMMUNICATION



WORK EXPERIENCE

Happinest™ | Brand Manager

Sept. 2022 - Jul. 2024

- **Managed Three Sub-Brands:** Oversaw all marketing for Happinest™ Neon, Hire, and Custom. I was in charge of conceptualising, creative strategy, branding, design and more.
- **Social Media Management:** Managed multiple social media accounts for 3 brands (Instagram, Facebook, Pinterest, LinkedIn).
 - Created and curated content and copy, ensuring all materials aligned with the brand's identity.
 - Conceptualised and organised photo shoots, and managed shoot logistics.
 - Engaged with audiences and coordinated collaborations and giveaways.
 - Community Management
- **Graphic Design:** Designed various marketing materials including website graphics, sale campaigns, social media content, brochures, business cards, email signatures, documentation, portfolios, catalogues and more.
- **Sales Campaigns:** Planning, designing, content creation and execution of multiple sales campaigns.
- **Ad Hoc Projects:** Rebranded 4 brands, including logo design, brand strategy, and website design.
 - Developed an internal website for company processes.
- **Content Creation:** Conceptualised, planned, and directed innovative and engaging content and product shoots.
 - Styled products and event setups for photography.
 - Edited videos and created engaging social media content.
- **Web Design:** Designed and built company websites using Wix, Wix Studios WordPress and other web design tools.
 - Created visually appealing and user-friendly web layouts, incorporating brand elements and optimized for performance.
 - Developed new web pages and sections
 - Putting operational features in place to ensure smooth client service onboarding
- **Website Management:** Innovated website features to enhance user experience.
 - Managed product listings and updates.
- **Paid Media:** Managed and executed comprehensive paid media campaigns including Google Ads and Meta Ads.
 - Implemented background ads, lead generation ads and boosted posts
 - Analyzed ad performance and optimized campaigns to maximize ROI.

COMMUNICATIONS

WARREN FULLER

MARKETING & COMMUNICATION



WORK EXPERIENCE

Quirk Beauty | Multimedia Designer

Nov. 2022 - Mar. 2023

- Web Design for website with booking features
- Graphic Design for brochures and price lists
- Content Creation for Social Media

Headlight Media Group | Multimedia Designer

Feb. 2021 - Sept. 2022

- **Account Manager** for 7 Social Media clients:
 - Design, Copywriting, Client Relations, Content Calendars, Web Updates, Brand Creation
- **Web Designer** for 20 new web projects (Wordpress & Wix):
 - Copywriting, Designing, Creation and Population of websites according to briefs
 - Form building, Booking Systems
- **Website management** updates for retainer clients
- Basic knowledge of Client Email Setup, Website Hosting & Installation
- **WooCommerce** setup and uploads (some experience with **Shopify**)
- Social Media **Paid marketing** and Reporting for Facebook and Instagram
- **Adhoc Design:** Brochures, Email Signatures, Job Listings, Branding, Logos, Company Profiles
- **Copywriting:** Scripts, Articles, Website Copy, Social Media

Feisty Communications | Account Manager

Mar. 2020 - Feb. 2021

- Leader of Copywriting team
- Coordinator of Web Design team
- Creating Content Calendars for 30 clients Social Media platforms
- Community Management for 5 accounts (Content creation, Paid Advertising, Strategy, Analytic Reports, Scheduling)
- Scriptwriting for promotional videos & radio advertisements (including voice-over and acting work)
- Creative conceptualisation and campaign brainstorming
- Designing posters, content for Social Media, Website, and Video
- Set-up and management of Ad Campaigns & Boosts (Facebook & LinkedIn)
- Website and Social Media content quality control

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WARREN FULLER

MARKETING & COMMUNICATION



WORK EXPERIENCE

Freelance work

2020 - Present

- Social Media and Web Design
- Adhoc Design: Company Profile, Logo, CVs, Posters, Invitations, Email Signatures

North-West University | Marketing Researcher

2020

- Doing high-intensity competitive research that is used to improve the persuasiveness of marketing material

Rooi Rose Magazine | Intern

2018

- Formatting article content for Rooi Rose Website
- Writing original articles based on press releases
- Assisting production management with final approvals, editing, and quality control
- Standby on set for a product shoot

Hoër Volksskool Potchefstroom | Theatre Director

2017 - 2019

- Working as a Writer, Director, Vocal Coach, Stage Manager, and Set Designer

REFERENCES

Erin Turnbull

Happinest

☎ (+27) 60 561 8069

Stéfan Piek

Headlight Media

☎ (+27) 82 888 7517

Timoné Mynhardt

Feisty Communications

☎ (+27) 79 494 5196

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