



# Coenraad Frederick Oosthuizen

Digital Marketing Specialist | Web Developer |  
Brand & Event Strategist

## Contact

Johannesburg, South Africa

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Portfolio: [www.concu.digital](http://www.concu.digital)

## Personal Traits

- **Creative Problem-Solver:**  
Delivers innovative and tailored digital solutions.
- **Collaborative Leader:**  
Experienced in leading teams and cross-departmental projects.
- **Detail-Oriented & Results-Driven:** Focused on delivering measurable outcomes.
- **Entrepreneurial Spirit:**  
Freelance designer since 2014, committed to helping brands grow.

## Professional Summary

Dedicated and results-driven Digital Marketing Specialist with over a decade of experience in web development, digital marketing, graphic design, and video content creation. Proven expertise in WordPress, Elementor, Adobe Creative Suite (Photoshop, Illustrator), and Canva, with a track record of delivering comprehensive marketing strategies and innovative digital solutions that drive brand awareness and business growth. Experienced in SEO optimisation, successfully improving Technoswitch's website SEO score from 60 to 85%, and managing multichannel campaigns using tools like SurveyMonkey, Campaign Monitor, and Mailchimp.

An accomplished leader with experience managing cross-functional teams and collaborating with sales, product, and development teams to ensure seamless project execution. Adept at event and product launch management, video production with Adobe After Effects, and campaign optimisation, consistently achieving measurable results. Entrepreneurial by nature, with a strong focus on delivering creative and data-driven marketing solutions tailored to niche industries such as Mining, Oil & Gas, Industrial, Data Centres, and Fire Detection.

## Core Competencies

- Digital Marketing Strategy & Execution
- Web Development (Since 2014) | WordPress | Elementor
- Graphic Design & Visual Communication | Photoshop | Illustrator | Canva
- Video Editing & Motion Graphics | Adobe After Effects
- SEO/SEM | Increased SEO by 41% (60 to 85%) at Technoswitch
- Email Marketing & Automation | Mailchimp | Zoho Campaigns | Campaign Monitor



# Education

## BCom Information Management

- University of Johannesburg | 2014 – 2016
- Focus: Business Management, Marketing, Information & Knowledge Management

## National Senior Certificate

- Wagpos High School, Brits | 2013
- Graduated Top of Class with 7 distinctions

## Diploma in Adobe Photoshop

- Shaw Academy, UK | 2016

# Skills

- WordPress
- Elementor
- Photoshop
- Illustrator
- After Effects
- Interakt
- CodeTwo
- Google Business
- Canva
- MS Word
- MS Excel
- MS PowerPoint

# Community & Volunteer Work

- Developed websites and branding for charitable foundations and NGOs.
- Mentor for junior marketers and designers.
- Continuous learning in video editing, web design, and digital marketing.
- Aspiring to pursue a Master’s Degree in Web Development or Digital Marketing.

- Surveys & Customer Insights | SurveyMonkey
- WhatsApp Broadcast Campaigns
- Social Media Strategy & Analytics | Google Ads | Facebook Ads
- Google Analytics & Data Reporting
- Project & Team Management | Managed teams of 1-2 at Rakoma & Craftex
- Event Management & Product Launches
- Collaboration with Sales Teams | Strategy Alignment & Lead Generation
- Vendor & Budget Management

# Professional Experience

Mar 2024 – Present

## Digital Marketing Specialist

Technoswitch Fire Detection & Suppression  
Johannesburg

- Developed and launched the new Technoswitch website, delivering an improved UX and significantly boosting traffic and engagement.
- Improved SEO performance from 60 to 85%, increasing organic traffic and search visibility.
- Lead strategic collaboration with the sales team to design and implement targeted marketing campaigns for key sectors, including Mining, Oil & Gas, Industrial, and Data Centres.
- Coordinated and executed product launches, including the Esprit Addressable Fire Panel, through multi-channel campaigns and event promotions.
- Managed WhatsApp Broadcast Campaign development and internal rollout, preparing for full-scale client implementation.
- Created high-quality video content and animations in Adobe After Effects to support product training, webinars, and marketing initiatives.
- Organized and promoted Securiton webinars and Electra Mining 2026 preparations, aligning events with sales and marketing strategies.
- Collaborated with external developers to ensure smooth project execution and technical accuracy.
- Produced comprehensive monthly reports using Google Analytics, tracking KPIs and informing data-driven decision-making.



May 2023 – Mar 2024

**Group Brand Manager**

Rakoma & Associates Inc.

Johannesburg

- Led the development and management of Rakoma's brand strategy, enhancing visibility and customer engagement in professional services.
- Supervised and mentored a team member, ensuring alignment with campaign objectives and brand guidelines.
- Created and managed a comprehensive pension fund database to support the launch of the Financial Services Division (FSD).
- Managed website redesigns and SEO, increasing website traffic and improving search rankings.
- Designed and executed email marketing campaigns via Campaign Monitor and Mailchimp, increasing lead generation.
- Produced motion graphics and promotional videos for client presentations and digital campaigns.

May 2022 – May 2023

**Senior Web Developer & Graphic Designer**

Rakoma & Associates Inc.

Johannesburg

- Directed a full-scale website rebuild, increasing site speed, usability, and SEO rankings.
- Introduced CodeTwo email signature systems to ensure a consistent corporate identity.
- Supervised one team member, offering guidance on design projects and web development tasks.
- Produced explainer videos and animated graphics for digital marketing initiatives.

Aug 2017 – Apr 2022

**Head of Design**

CRAFTEX Warehouse

Johannesburg

- Created CRAFTEX's brand identity from scratch, including website design, e-commerce, marketing collateral, and product catalogs.
- Managed two team members in design and production, ensuring on-time delivery and quality control.
- Executed product photoshoots, video showcases, and motion graphics to enhance online listings and promotional materials.
- Launched and managed an e-commerce platform, increasing online sales by [insert metric].
- Spearheaded large-format printing, laser cutting, and production management operations.



Oct 2016 – Present

### **Web & Graphic Designer (Freelance)**

Conçu Design Company

Johannesburg

- Building and managing websites since 2014, providing complete digital solutions for SMEs and non-profits.
- Specialist in WordPress and Elementor, creating custom sites optimized for SEO and conversions.
- Deliver motion graphics and explainer videos in Adobe After Effects, enhancing client campaigns and social media content.
- Offer end-to-end services: domain setup, hosting, design, SEO, social media management, and client training.

## Certifications

- Fire Detection Principles (SAQCC Accredited) | Technoswitch | 2024
- Microsoft Office Advanced (Word, Excel, PowerPoint, Access)
- SAGE Pastel Accounting
- Adobe After Effects (Self-Taught / Project-Based Expertise)
- SEO & Google Analytics (Ongoing self-study)
- Social Media Campaign Strategy (Ongoing self-study)

## Projects & Initiatives

- Technoswitch Website Redesign & Launch | Delivered a modern, responsive website with improved UX and SEO.
- WhatsApp Broadcast Campaign | Internal rollout completed; customer launch planned.
- Electra Mining 2026 & Fireexpo 2025 Strategy | Leading digital marketing and event preparations.
- Esprit Addressable Fire Panel Launch | Multi-channel digital rollout including After Effects videos and event marketing.
- South African Pension Fund Database Project | Built for Rakoma's Financial Services Division to enhance targeted outreach.

## References

- Available on request.