



# Helga Pearson

- Digital Marketer -

## CAREER GOAL

CREATIVE, PASSIONATE AND SEEKING AN ENVIRONMENT TO THRIVE IN. I WORK WELL INDEPENDENTLY AND WITHIN A GROUP DYNAMIC AND CONSIDER MYSELF TO BE WELL-ROUNDED AND VERSATILE.

Date of birth: 24 December 1977  
Address: Durban, KZN South Africa  
Marital status: Married  
Phone: +27 (0)765 833 648  
E-mail: helgapearson@outlook.com

## PREVIOUS EXPERIENCE

**SOCIAL MEDIA MANAGER | 01.2013 - PRESENT**  
REDBRICK ONLINE (REDBRICK.CO.ZA)

Responsible for Social Media Management, Content Development and Graphic Design at RedBrick Online. In-house brands: SnowReport, StormReport, CommunityGo! as well as external clients.

**ILLUSTRATOR & DESIGNER | 01.2009 - 01.2013**  
FREELANCE

Creating and illustrating an exclusive range of greeting cards and gift wrap. Character design as well as freelance graphic design for small/mid-range local agencies.

**BOOKSELLER | 03.2006 - 05.2008**  
EXCLUSIVE BOOKS

In charge of the procurement, merchandising and retail sales of books and merchandise. Organising in-store events as well as creating and distributing marketing material for author tours and promotions.

**JNR GRAPHIC DESIGNER & MARKET RESEARCH ASSISTANT | 05.1997 - 10.2004**  
TBWA HUNT LASCARIS

Collation and analysis of information in a wide variety of areas including corporate, marketing, communication and consumer. Instituted information management infrastructures, which facilitated the flow of information not only throughout our company but to our clients. In charge of compiling many trend presentations for the agency and for a number of our clients.

W <http://helgasaid.co.za/>

P @helgapearson

T @helgasaid

## EDUCATION

**DIGITAL MARKETING DIPLOMA | 2016**  
SHAW ACADEMY

Completed a diploma which covered multiple aspects of digital marketing, including: The Fundamentals of Digital Marketing, Social Media, Affiliate Marketing, Google Adwords and Email Marketing.

## SKILLS

Photoshop	●●●●●	OTHER SKILLS:
M Office Suite	●●●●●	• Online research
Illustrator	●●●●●	• PP Presentation Design
Wordpress	●●●●●	• Wavelab Audio Editing
HTML&CSS	●●●●●	

## PERSONAL QUALITIES

- Innovative thinker
- Excellent communication skills
- Enthusiastic and flexible
- Creative
- Passionate
- Self-motivated

## REFERENCES

- Rob Ansell
- Serena Ansell
- Nicola Gerrard

## INTERESTS



READING/WRITING



ART



TED TALKS



## Helga Pearson

- Digital Marketer -

Date of birth: 24 December 1977  
Address: Durban, KZN South Africa  
Marital status: Married  
Phone: +27 (0)765 833 648  
E-mail: [helgapearson@outlook.com](mailto:helgapearson@outlook.com)

### CURRENT ROLE

#### SOCIAL MEDIA MANAGER | 01.2013 - PRESENT

##### REDBRICK ONLINE

Responsible for Social Media Management, Content Development and Graphic Design at RedBrick Online ([redbrick.co.za](http://redbrick.co.za)) including in-house brands: SnowReport, StormReport, CommunityGo, as well as many external clients.

- Developing and managing digital marketing campaigns
- Creating a social media presence for in-house brands and external clients
- Administrating social media accounts for in-house brands and external clients
- Updating and maintaining all content for SnowReport SA website
- Involved in the design and redesign of company and client websites
- Content development and copywriting
- Brand and digital/print advert design, infographics, web graphics, brand logos, pitch documents and presentations
- Reporting and Analytics on all in-house brand, specifically SnowReport SA
- Management of Faxplus.co.za Customer Service and Support Desk for 5+ years.

### SUMMARY

I am currently responsible for the Social Media Management, Content Development, Graphic Design as well as Stat Reports and Analytics at RedBrick Online. This includes works related to their in-house brands: SnowReport, StormReport, CommunityGo as well as numerous external clients. I have enjoyed my current position for more than five years now, which I believe demonstrates a sense of loyalty and stability. I would be an asset to any organisation who is seeking a team member with a variety of skills and a passion for creativity and the ever-changing digital market space.