



STEPHEN CAMPBELL

MULTIMEDIA DESIGNER/CONTENT PROFESSIONAL

ABOUT ME

I am a versatile and creative Designer and Content Creative with over 10 years of experience in multimedia, marketing, branding, and print design. My strong collaborative and interpersonal skills enable me to excel in any work environment, and I am known for my dynamic team spirit and well-developed communication abilities. Driven by a passion for innovation, I craft inventive marketing strategies and campaigns tailored to each client's needs. My extensive background in graphic design and marketing management has equipped me with a broad skill set, including content creation, brand development, and digital marketing. I consistently deliver high-quality, cutting-edge content and effectively manage diverse marketing projects. My proven ability to thrive in fast-paced settings and adapt to clients' evolving needs underscores my commitment to excellence.

+27 73 493 8802

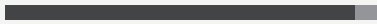
stevecam300@gmail.com

My Portfolio

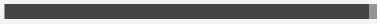
93 Cara Bianca, Broadacres, Sandton

SKILLS

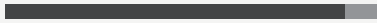
PHOTOSHOP



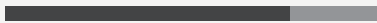
ILLUSTRATOR



INDESIGN



PREMIER



EXPERTISE

Content Writing
Content Creation
Paid Social Media Advertising
Google Ads Management
Brand Development
Corporate Identity (CI) Packages
Brand Management
Print Design
Brochures & Newsletters
Logo & Business Card Design
Posters & Postcards
Stationery Design
Photography
Specification Brochures
Corporate Profiles
Product Photography
Photo Retouching
Photo Manipulation
Website Content Creation & Updates
Video Editing
Video Photomontages
Social Media Management
Email Marketing Campaigns
Digital Magazine Advertisements

WORK EXPERIENCE

AIRCRAFT ASSET FINANCE CORPORATION 2023-PRESENT (MIXED FINANCE AND SALES GROUP)

Group Marketing Manager

After my role at AOM.DIGITAL, I was approached to take over as the Group Marketing Manager for Aircraft Asset Finance Corporation due to my extensive experience in the aviation industry. The corporation includes subsidiaries such as Aircraft Finance Corporation, Asset Finance Corporation, Aviation X, AMKA Aviation, Aircraft Leasing Corporation, Next Aviation, and FLY-X.

My primary objective has been to establish an in-house marketing branch. I work closely with each company's directors and managers to create a unique voice and develop a deep understanding of their target markets.

In this role, I manage marketing efforts across all subsidiaries, including the creation and management of social media content and paid advertising campaigns. I oversee email marketing systems, ensuring effective content creation and distribution, and manage TikTok and YouTube channels, including video creation and editing. Additionally, I maintain and update company websites, perform photography and graphic design tasks for various marketing materials, and develop spec sheets for aircraft and assets available for sale. I engage with followers on social media to ensure high levels of interaction and engagement, update and manage company databases, and handle all graphic design work needed for branding, from promotional pens to event gazebos.

AOM.DIGITAL (DIGITAL MARKETING AGENCY)

2019 - 2023

Head of Design

After several years with sports-oriented companies, I reached a point where further growth was limited. I had the opportunity to learn from an exceptional team and expand my knowledge in digital marketing. During the pandemic, we successfully assisted numerous international and local clients, working remotely while consistently delivering high-quality work ahead of deadlines. I was responsible for ensuring that my team and I produced cutting-edge content that adhered to each client's brand and corporate guidelines. My key responsibilities are detailed in the expertise section.

NATIONALITY

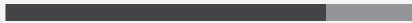
SOUTH AFRICAN

LANGUAGE

ENGLISH



AFRIKAANS



GERMAN



INTERESTS

- Photography
- Videography
- Online Tutorials
- Music
- Running
- Reading
- Documentaries
- Movies

LESIURE HOLDING

2014- 2019

(HOLDING COMPANY OF GILBERT RUGBY & NETBALL, GRAY-NICOLLS, ARENA, MITRE, SPALDING, GRAYS)

Senior Designer / Web Site Manager / Photographer / Social Media

I had a fantastic opportunity to work with top international brands, sports celebrities, and organizations like the Springboks and Netball South Africa. My role included managing and approving Rugby World Cup branding and advertising. I handled all aspects of graphic design, from creating illustrations and infographics to managing marketing materials like social media posts and emails. I also compiled and coordinated annual retail catalogues, ensuring all elements were correctly formatted. I made sure that all content adhered to each brand's corporate identity and approved both internal and external designs. Working closely with brand managers, I developed a strong understanding of each brand and consistently delivered high quality content on time.

JAMES GILBERT SOUTH AFRICA

2009 - 2013

(HOLDING COMPANY OF GILBERT RUGBY & NETBALL & EVERLAST)

Graphic Designer

Started as a Junior designer straight out of university. My day to day tasks were cadding of rugby balls and rugby jerseys (for teams like the Blue Bulls and Lions), advertising, print ads, header cards, business cards, annual catalogue, photography of product and equipment as well as players. Updates of website and Facebook page.

EDUCATION

TERTIARY EDUCATION

OBTAINED 2008

TSHWANE UNIVERSITY OF TECHNOLOGY

National Diploma for Graphic Design & Communication Design with Photography

ADDITIONAL EDUCATION

OBTAINED 2015

WDA (WEB DESIGN ACADEMY)

Certificate of Completion - Short course in Web Design & Development

SUBJECTS:

Introduction to web design with Dreamweaver

Advanced web design with wordpress

Html5 & css3

Social media marketing

Mobile web design

Web design freelance 101

Adobe flash CS6

Graphic design principles

Jquery for web designers

Search engine Optimization.

REFERENCES

BRETT BURNILL (FORMER DIRECTOR OF LEISURE HOLDINGS)

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DAMIEN RUDHAM (FORMER BRAND MANAGER OF GILBERT RUGBY)

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NICOLAS DORFLING (MANAGER FOR AIRCRAFT FINANCE CORPORATION)

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