



# Demi Coetzee

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## About Me

Passionate about producing creative content that brings brands to life. With a background in branding and advertising, I bridge the gap between strategy and execution, turning concepts into compelling visual stories. I thrive in collaborative, fast-paced environments, managing projects from brief to final delivery, ensuring every detail supports the creative vision.

## Skills & Tools

Shoot Production On-set Coordination  
Production Assistance Styling  
Project Management Brand Development  
Brand Management Content Strategy  
Social Media Management Hubspot  
Hootsuite Asana Canva

## Experience

### CIC Rotterdam Marketing Lead

The Netherlands  
Apr 2025 - Oct 2025

In this small local team, I planned, produced, and managed professional video shoots, overseeing creative direction, on-set coordination, talent management and post-production workflows. I streamlined content production processes, improving efficiency, team collaboration, and the quality of campaign delivery. I led content creation, social media strategy, management and reporting, ensuring consistent brand messaging across digital channels while achieving high results utilising a video first strategy. I redefined the brand identity for the Dutch market in line with company global standards and overhauled the website and social media channels significantly strengthening online presence. I partnered with a growth specialist to optimize the sales funnel and maximise campaign performance on Google and Meta.

### Marketing Coordinator

Oct 2024 - Apr 2025

I was promoted within seven months of joining the marketing team to lead the marketing function in Rotterdam, collaborating with the global marketing team across the USA, Warsaw, Berlin, and Tokyo.

### Operations Coordinator

Nov 2022 - Sept 2024

At this shared workspace and startup incubator, I supported daily campus operations, ensuring smooth workflows across offices and facilities. I streamlined operational processes, contributing to effective team collaboration and service delivery. I served as BHV (first aid) representative, promoting a safe and compliant workplace.

### Mr Price Apparel Brand Manager

South Africa  
Oct 2020 - Jan 2022

While working for the largest value fashion retailer in South Africa, I managed end-to-end planning, execution, and delivery of seasonal TTL campaigns for the Kids & Baby fashion portfolio. I collaborated with the in-house creative team to plan and produce shoots, ensuring alignment with brand strategy and visual guidelines. I oversaw campaign production budgets while maintaining cost-effectiveness. I partnered with agencies on the briefing, management, and analytics of digital campaigns. I also worked with the Insights Manager on reporting, competitor analysis, and performance to inform future strategy.

### The Hardy Boys - A Wunderman Thompson Company Account Executive

South Africa  
Nov 2018 - Sept 2020

At this award winning creative agency, I coordinated TTL campaigns across multiple channels, coordinating between clients, creatives, and production teams to ensure timely, high-quality creative delivery. I also supported shoot production from planning and costings to on-set coordination and post-delivery processes.

## Education

South Africa

### Honours in Strategic Brand Communication Vega College

2018

### Bachelor of Arts Corporate Communication Varsity College

2015 - 2017