



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