



IZAK PIETERSE

Gallusstrasse 67
4600 Olten
(Willing to relocate)

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PERSONAL INFO

Date of birth
11 January 1982

Nationality
New Zealand

Swiss Work Permit
Yes (B)

Availability
Immediately

SKILLS

Languages
English ●●●●●
Afrikaans ●●●●●
German (In Progress) ●●●●●

Software
Adobe InDesign ●●●●●
Adobe Photoshop ●●●●●
Adobe Illustrator ●●●●●
Adobe After Effects ●●●●●
Figma ●●●●●
Affinity Designer ●●●●●
Microsoft Word ●●●●●
Microsoft PowerPoint ●●●●●
Microsoft Outlook ●●●●●
Microsoft Excel ●●●●●
HubSpot ●●●●●
monday.com ●●●●●
Amazon ●●●●●
WIX ●●●●●
WordPress ●●●●●

Structured and detail-oriented graphic designer with a passion for conceptualising innovative campaigns that align with marketing objectives. Proven ability to blend creativity and strategic thinking to bring ideas to life.

WORK EXPERIENCE

SRW LABORATORIES (ACG)
CREATIVE DESIGNER

APR 2021 - AUG 2023

A New Zealand biotech start-up specialising in anti-aging nutraceuticals (Partly owned by Access Corporate Group - a leading brand management company in the global wellness and beauty industry).

Highlights

- Team finalists for 'Marketing team of the year' and 'Marketing Excellence' in the 2022 TVNZ Annual Marketing awards.
- SRW Packaging won IF design award in 2023.

• Marketing Campaigns

Developing and producing creative content for internal and external marketing communication, including print and digital/social content for owned and third-party channels. For example, designed and developed Amazon product pages, optimising them for conversion.

Continuous monitoring of campaign performance and adapting collateral based on A/B testing results.

• eDMs

Designing engaging electronic mails for B2B and B2C in close collaboration with relevant stakeholders.

• Point of Sale

Creating artwork for all POS collateral (Posters, wobblers, pull-up banners, billboards etc. Including digital advertisements for web and social media).

• Video

Editing of motion graphics for various channels, including social media and out-of-home.

• Packaging, Labels & Inserts

Creating label and packaging artwork.

Working very closely with internal and external stakeholders to ensure packaging is delivered on time, according to specifications.

• Supplier and Agency Management

Managed collaborations with external suppliers and agencies, ensuring timely production and delivery of collateral, including negotiating offers and pricing.

GOOD HEALTH PRODUCTS
SENIOR DESIGNER

MAR 2018 - NOV 2020

An international nutritional supplement manufacturer.

Highlights

- Innovative approach to milk packaging for Chinese nutritional market resulted in a sales boost exceeding NZ\$1 million.
- Received 'Above and Beyond Award' - In recognition of exceeding role expectations, delivering exceptional results, and supporting colleagues.

Business

Branding & Visual Identity
Concept Development
Creative Ideation
Marketing Campaigns
eDMs
Social Media
Point of Sale
Video Editing
Design Management
Corporate Signage
Packaging Design
Agency Management
Supplier Management
Corporate Newsletters
Project Planning
Print Production

Personal

Detail-oriented
Creative Thinking
Emotionally Intelligent
Team Player
Strong Organisational Skills
Resilient
Proactive
Strategic Thinking

Certifications

Adobe After Effects
Essentials Programme

Adobe Creative Suite:
Photoshop, InDesign,
Illustrator

Project Management: The
Basics for Success

INTERESTS & HOBBIES

Art
Painting
Technology
AI
Music
Animals & Nature
Hiking
Travelling
Food
Architecture
Gaming
Human Behaviour

• Point Of Sale and Digital

Creating artwork for all POS collateral, including digital and print ads for various touch points.

• Packaging and Labels

Creating label and packaging artwork.
Close collaboration with various teams, including external translation agencies.

• Supplier management

Collaborating with external suppliers to ensure collateral (digital and print) is produced and delivered on time, including offer and price negotiations.

CHHL GRAPHIC DESIGN & MARKETING

MAY 2016 - FEB 2018

Holding company for multinational brands and a chain of national retail outlets. (Just Hockey & Cricket Express).

Main responsibilities: Ensuring a consistent and professional image across all company literature and publications (internal and external). eDMs, social media promotions. Maintaining website and inventory. Store signage. Event signage.

THYME TECHNOLOGIES GRAPHIC DESIGN & MARKETING

FEB 2014 - DEC 2015

Thyme Technologies provides accounting, payroll, and custom business management software solutions to streamline business operations.

Main responsibilities: Crafting and communicating merger updates, ensuring consistent messaging across the organisation. Company documents. Monthly company newsletter. eDMs. Social media management. Corporate signage, clothing and branded items.

ACADEMIC STUDIES

BA MARKETING COMMUNICATIONS

JAN 2005 - DEC 2007

AAA School of Advertising, Cape Town, South Africa

A comprehensive approach to learning advertising, design, and marketing that addresses the challenges posed by new technology and media. Strong industry connections provide opportunities to work on real-world projects in agency-simulated teams, blending theory with practical experience.

Graduated with specialisations in **Brand Management** and **Account Management**.

PORTFOLIO & REFERENCES



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