



RÉSUMÉ OF ROBIN MOODLEY

INFO

SANDRAGASAN MOODLEY
Everyone calls me ROBIN.

ID NO: 8002215096080
I am a South African Citizen

CONTACT INFORMATION
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EDUCATION

RED & YELLOW CREATIVE
SCHOOL OF BUSINESS
- Creative Thinking [2024]

SHAW ACADEMY
- Professional Diploma in
Digital Marketing [2021]
- Professional Diploma in
Social Media Marketing [2021]

M&C SAATCHI
Open House online training programme
[2020]

SHAW ACADEMY
(ONLINE EDUCATION COURSE)
- Advanced Diploma in
Digital Marketing [2019]
- Diploma in Online Marketing &
Social Media Management [2016]

EXCEL WITH BUSINESS
(ONLINE WEB DESIGN COURSE)
Certificate course in WEB Design &
Online Marketing [2013]

MULTIMEDIA CENTRE (GAUTENG)
Certificate course in Flash CS6 [2012]

ML SULTAN TECHNIKON
(DURBAN INSTITUTE OF TECHNOLOGY)
Positive Response In Design Education
[1998]
National Diploma in Graphic Design
[1999 – 2001]

EMPLOYMENT

YOCO TECHNOLOGIES
Digital Design
Present

TEDxCapeTown
Design Lead
[February 2020 - Present]

AVON Justine
Concept Creative Director
[January 2018 - November 2019]

WOW CONCEPTS
Studio Manager / Creative Director
[February 2016 - September 2017]

JDG DIGITAL [STEINHOFF]
Digital Design Lead
[September 2015 - February 2016]

INCREDIBLE CONNECTION
Studio Manager
[September 2009 - January 2015]

STOKVEL MEDIA [June 2008 - July 2009]
GECKO SOLUTIONS [Feb 2002 - June 2008]

NOTEWORTHY EXPERIENCE

40410 INSURE
Launch of South Africa's most affordable
funeral cover.

JUSTINE REBRAND
Concept & Roll Out of new Justine Look
& Feel. One of SA's oldest skincare brands.

AVON ON
Lead Designer on the team that launched
the Avon On App in South Africa.

CONTRIBUTOR TO IMM GSM
Social Media Plan / Campaign
for 2017 textbooks.

TEDX CAPE TOWN
Lead Designer.

ACER AFRICA
Lead & Concept Designer.

TICKETPROS
Largest social media reach in the
history of the company.

DIGITAL EVOLUTION
Instrumental in the digital & social media
transformation at Incredible Connection,
JD Group and Avon Justine.

SOFTWARE

Adobe Creative Cloud
Mac OS & PC
Figma
Slack
MS Office
Social Media Management Apps
Google Apps
Online / Mobile / Console Gaming
HTML & Light CSS

SKILLS

CREATIVE DIRECTION
Principal Design Direction
Scheduling and Budgeting
Brand Architecture
Marketing Strategy
Staff Training / Recruitment
Video Scripts / Storyboards
Video Direction
Photo shoots
Workspace Design
Technical Instruction

E-COMMERCE & DIGITAL MARKETING
App design and deployment
Lean UX / UI Design
Email Marketing & Strategy
Direct Response / Conversion
Online Display Banner Ads
Targeted Landing Pages
Retargeting Campaigns
Branded Content
Social Media Strategy & Roll Out

DIRECT SALES
Presentations
Proposal Comps
Sales Collateral
Media Kits
Landing Page Optimisation

MARKETING
Outdoor Advertising
Print Advertisements
Content Marketing
In-store POP
Corporate Identity / Stationery
Event Collateral

REFERENCES

Belinda Marais
Marketing Manager - Acer Africa
082 511 1274

Ronell Swartbooi
Curator - TEDxCapeTown
082 460 9368

Diana Sellers
General Manager - Marketing2TheMAX
072 312 0763



VIEW MY
PORTFOLIO