



# Saché Van Blerk

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## SUMMARY

Resourceful & Customer oriented marketing professional with over 3 years of experience, consistently delivering high-quality & results-focused marketing content while leveraging social media, SEO, SEM & emerging market trends to expand business strategies. Dedicated team player with expertise in marketing, management, advertising & E-commerce. Meticulous leader seeking to leverage background into brand & consumer insights management role.

## SKILLS

- Vendor Relations
- Event planning & Execution
- Marketing Collateral
- Customer Relationship Management (CRM)
- Retail & Online Marketing
- Business Development
- Market Strategy Development
- Mobile Marketing
- Direct Marketing Campaigns
- Microsoft Office Suite Proficient
- Experience in HubSpot, AgileCRM, Mailchimp, Hootsuite, Shopify, Canva, Photoshop, Google Analytics, Slack

## EXPERIENCE

**12/2019 - 09/2022**

**Marketing Manager & Customer Success Associate**

**BST Vape | Remote**

- Create & Maintained the online store
- Social Media Marketing
- Developed advertising materials & marketing campaigns
- Liaison with brands & clients
- Monitoring online purchases
- Handled all customer queries
- E-mails, Live Chat, Calls from & to customers
- Data Entry
- Recruitment & screening of potential new staff for the physical stores.
- Created sole strategies to promote advertising offerings & motivate larger deals
- Prepared detailed marketing forecasts on a daily, weekly & quarterly basis
- Conducted research & development on existing & emerging products to highlight benefits

**02/2018 - 08/2019**

**Customer Service Representative & Data Analyst**

**MTN Telecommunications | Cape Town, South Africa**

- Processed & issued product orders & service upgrades for customers
- Build rapport with customers through courteous & professional communications
- Oversaw customer account inquiries, accurately providing information to resolve service complaints & guarantee customer satisfaction
- Served as point of escalation for complex customer issues, capturing timely resolution to drive customer retention
- Input customer information, call notes & personal data onto internal database

## EDUCATION

**2011 - 2013**

**Northlink College | Cape Town, South Africa**

**Bachelor's Degree in Marketing Management**

**Academic Achievement Award in Marketing**

**Coursework in Adobe Photoshop**