MARIA NTUANE

Graphic Designer | Marketing & Brand Communications

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PROFESSIONAL PROFILE

Innovative and results-driven Branding & Marketing Specialist with a strong background in graphic design, digital marketing, and strategic branding within the healthcare and corporate sectors. Adept at crafting compelling visual narratives and executing multi-channel marketing campaigns that enhance brand awareness and drive engagement. Experienced in event branding, social media marketing, and stakeholder collaboration, with a keen eye for aesthetics and attention to detail. Passionate about leveraging creative skills to drive impactful marketing initiatives.

KEY SKILLS

- Graphic Design & Brand Identity
- Content Creation & Copywriting
- Communication
- Market Research & Competitive Analysis
- Event Branding & Conference Marketing
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro)
- Video Editing & GIF Creation
- Microsoft Office Suite (Word, PowerPoint, Excel)
- Website & HTML Basics
- Project Management & Team Collaboration
- Influencer & Social Media Campaign Management()
- Retail Promotions & Brand Activations

PROFESSIONAL EXPERIENCE

Group Senior Graphic Designer & Marketing Manager

Avacare Global
May 2022 – Present

- Oversee **conference branding and promotional materials**, supporting medical events such as **Africa Health, Arab Health, ICASA, and IAS**.
- Contribute to **event planning and coordination**, enhancing the brand's presence at industry exhibitions
- **Collaborate with cross-functional teams** to execute marketing campaigns, leveraging social media and print advertising.
- **Extensive conference project management experience**, including exhibition stand design, contractor coordination, and promotional material development.
- Successfully led **branding, artwork design, and promotional strategies** for major international healthcare conferences:
- **ICASA**: Zimbabwe (2015, 2023), Rwanda (2018) – Managed project planning, exhibition design, and promotional materials. Oversaw vendor negotiations.
- **IAS:** Durban (2016), Canada (2022), Barcelona (2023) – Oversaw vendor negotiations, contractor management, stand design, and internal coordination with Avacare's Exco and HOD teams.
- **Arab Health:** Dubai (2022 -2025) Managed project planning, exhibition design, and promotional materials.
- **Africa Health:** (2019-2025) Oversaw vendor negotiations, contractor management, stand design, and internal coordination with Avacare's Exco and HOD teams.

Branding and Marketing Manager

African Deli: Avacare global subsidiary| Namibia, Walvis Bay

Jan 2021-Dec2022

- Led branding and marketing efforts for African Deli, a subsidiary of Avacare, a manufacturer of ready-made traditional food.
- Redesigned and managed the African Deli website, improving user experience and brand presentation
- Influencer marketing management across Namibia and Eswatini, strengthening brand credibility and reach.
- Organized promotions in retail stores across South Africa, Namibia, and Eswatini, increasing product visibility.
- Developed branded merchandise, banners, and marketing materials to support product awareness initiatives
- Project-managed a food caravan activation at the Bushfire 2022 festival in Eswatini, integrating live brand experience and consumer engagement.

Senior Graphic Designer

Avacare Health Holdings | Kempton Park (Isando), Gauteng, South Africa
May 2013 – April 2022

- Spearhead **branding consistency** across Avacare Health's subsidiaries through strategic **design and marketing solutions**.
- Develop **marketing collateral**, including brochures, business cards, banners, advertisements, and digital assets.
- Ensure alignment of external design materials by **reviewing and approving third-party artwork** before publication.

Senior Graphic Designer

Transman | Parktown, Gauteng, South Africa
October 2011 – April 2013

- Designed and managed **corporate branding materials**, including company brochures, business cards, and marketing assets.

- Created engaging **advertisements for local newspapers** and corporate communications.
- Led the development of the **company's 2012 calendar**, ensuring a professional and impactful visual presence.
- Gained valuable hands-on experience in an in-house design role but sought a **more marketing-focused career trajectory**.

EARLY CAREER SUMMARY

2009-2010	Bathon House: Junior graphic design
2010-2011	Zaziwe Communication : Senior graphic designer

EDUCATION & QUALIFICATIONS

Generic Management Certificate | IQETD| 2024-2025

B.Com – Marketing Management | Boston City College | 2018 – 2020

Diploma – Desktop Publishing & Graphic Design| Boston Media House | 2006 – 2008

Covered Adobe Creative Suite **(Photoshop, Illustrator, InDesign, Dreamweaver, Flash).** Additional Advertising, Communications, Marketing, Project Management, and Photography coursework.

BSc IT (First Year) Rand Afrikaans University | 2004 – 2005

Completed first-year studies before transitioning to graphic design and marketing.

Matriculation Certificate (Higher Grade) Waverley Girls High School | 1999 – 2003

Subjects: Afrikaans, English, Mathematics, Accountancy, Biology, Science.

REFERENCES

Available on request