



# BRYCE TAYLOR

## SUMMARY

Results-oriented marketing professional with over 4 years of progressive experience in the industry. Adept at driving successful digital marketing campaigns and working with cross-functional teams to achieve strategic goals. From freelance work in video, photography, and website development to a dynamic role at a marketing agency, I've honed a wide range of skills and have learned to adapt to new and changing roles.

## EXPERIENCE

### 2023 - Present

Marketing Manager • Branditt

### 2022 - 2023

Digital Marketer • Branditt

### 2019 - 2022

Digital Content Specialist • eLan Property Group

### 2019 - 2022

Freelancer • Bryce Taylor Media

## EDUCATION

### University of Cape Town - 2023

- Business Development Management Short Course

### University of Cape Town – 2021

- Digital Marketing Short Course

### Stellenbosch University – 2018

- BCom (Management Sciences)

### Kearsney College – 2014

- High School

## COURSES & PARTICIPATIONS

International Exchange Club – 2012

Dale Carnegie 2013



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## EXPERIENCE

### **Branditt**

2023 – Present

#### *Marketing Manager*

- Campaign Strategy and Planning
- Client Communication
- Digital Marketing Execution
- Team Management
- Advertising and Media Planning
- Data Analysis and Reporting
- Budget Management
- Client Acquisition and Business Development
- Brand Management

#### *Digital Marketer*

2022 – 2023

- Conduct market research to identify target markets, industry trends, and competitive landscapes
- Develop comprehensive digital marketing strategies aligned with client objectives
- Content Creation and Management
- Social Media Management
- Paid Advertising Campaigns
- Email Marketing
- Analytics and Reporting
- SEO and SEM
- Website Design & Management
- Team Collaboration

### **Elan Property Group**

2019 – 2022

#### *Digital Content Specialist*

- Create, develop and implement holistic marketing strategies
- Collaborate with team members within the marketing department
- Film & photograph property, development, events
- Help the marketing manager with various tasks
- Social media management
- Copywriting
- Manage online media, particularly on YouTube (Elan Property Group & Blythedale Coastal Estate)
- Set up and manage webinars series

### **Bryce Taylor Media**

2019 - 2022

#### *Freelancer*

- Website development
- Social Media Management
- Photography & Videography
- Video Production

## Promotions Agency

2015

### *Temporary Promotional Assistant*

- One week of promotional work at the Ballito Pro Surf Competition
- Various jobs including talking to potential clients, general administration, handing out flyers, helping in the VIP section, etc.



## EDUCATION

### University of Cape Town

2023

*Business Development Management Online Short-Course.*

### University of Cape Town

2021

*Digital Marketing Online Short-Course*

### Stellenbosch University

2018

*BCom (Management Sciences)*

Majors:

- Marketing Management
- Entrepreneurship & Innovation Management

Modules:

- Economics
- Financial Management
- Financial Accounting
- Strategic Management
- Business Management
- Statistical Methods
- Theory of Interest
- Project Management

### Kearsney College

2014

*High School*

Subjects:

- Mathematics
- Physical Science
- Geography
- History
- English
- Afrikaans
- Life Orientation



## SKILLS

Teamwork	Photography	Video Production	Critical thinking	Problem solving
Marketing Tools/ MarTech	Search Engine Optimization (SEO)	Basic Graphic Design	Teamwork	Creative thinking
Communication	Adaptability	Market Research	Social Media Management	Email Marketing
Analytics and Reporting	Website Design	Microsoft Office Suite	Digital Marketing	Business Development



## ADDITIONAL PROGRAMMES

### International Exchange Programme

2012

*Dublin, Ireland*

Spent two months at Catholic University School in Dublin, Ireland in grade 10 with a host family where differences and similarities between cultures were appreciated. Learned independence and made friends while briefly living across the world in a completely different setting and social and structure.

### Dale Carnegie Course

2013

*Public Speaking*

Programme to rethink public speaking. Teaches the right and wrongs of talking to a crowd in a formal setting.



## HOBBIES & INTERESTS

- Photography
- Traveling
- Wildlife/ Safaris
- Squash
- Video Games
- Retro Film Photography
- Hiking



## REFERENCES

**Wayne Vlok** - CEO | Branditt

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