

# Bryce Taylor



Catherine Road, Surbiton,  
KT6 4HE, UK



+(44) 7917203973



[1bmtaylor1@gmail.com](mailto:1bmtaylor1@gmail.com)



[brycetaylormedia.co.za](http://brycetaylormedia.co.za)



<https://www.linkedin.com/in/bryce-taylor-a107421b3/>

## SUMMARY

B2B marketing professional with a strong digital focus, a B2C background, and a passion for the tech industry. 5+ years of experience in campaign strategy, execution, and client management within both agency and in-house roles. Adept at blending data-driven insights with creative problem-solving to drive brand growth and engagement.

## EXPERIENCE

### Janus International Europe

Product marketing Specialist • 2022 - 2023

### Branditt

Marketing Manager • 2022 - 2023

### eLan Property Group

Digital Marketing Executive • 2019 - 2022

### Bryce Taylor Media

Freelancer • 2019 - 2022

## 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



## EXPERIENCE

### Janus International Europe

2024 - 2025

#### *Product Marketing Specialist*

- Spearheaded marketing strategies for the Noke business unit, driving product awareness and engagement in the EU market.
  - “Introducing Nokē Ion” and “Stay Connected” campaigns.
- Managed end-to-end campaign execution, including strategy development, implementation, and performance analysis.
  - “Unlocking Self Storage” Webinar series.
- Collaborated with cross-functional teams to develop compelling content, ensuring consistency with brand guidelines.
- Utilised data analytics to measure campaign effectiveness, optimize marketing efforts, and inform strategic decisions.
- Coordinated digital marketing initiatives including paid media campaigns across LinkedIn, Facebook, and Google Ads.
- Contributed to product launches and promotional activities, ensuring alignment with business objectives.
- Maintained up-to-date knowledge of industry trends, competitors, and digital marketing best practices.

### Branditt

2022 – 2023

#### *Promoted to “Marketing Manager” in July 2023*

- Plan, execute and manage strategic campaigns for Branditt clients.
  - “Score Your Share” (Internal) & “Make It Count” campaigns for PAV Telecoms.
  - “Find Your Peace” & “Still Camping?” campaigns for Energy Traders.
- Client Relationship Management.
  - Build & maintain relationships with Branditt’s clients.
- Manage a team of three (graphic designer, digital designer & marketing assistant) to develop content for Branditt and its clients.
- Media Planning.
  - Find the right platforms and schedules for Branditt and its clients.
- Paid Media.
  - Schedule paid social media adverts according to an agreed upon plan and budget.
  - Platforms used: LinkedIn, Facebook, Instagram, Google Ads
- Budget Management
  - Create campaign-based budgets for relevant clients.
- Data Analysis and Reporting
  - Use analytics to report to team and clients and adjust strategy if necessary. (Meta Business Suite, Google Analytics, etc)
- Client Acquisition and Business Development
  - As a smaller agency, one had to think entrepreneurially about growth and development for the agency.
- Publishing email marketing campaigns: monthly newsletter as part of Energy Traders’ “Back Our Boys” campaign to solar installation businesses.
- Copywriting for various platforms: email marketing, website content, blog articles, social media, design briefs.
- Conduct market research to identify target markets, industry trends, and competitive landscapes.

### Elan Property Group

2019 – 2022

#### *Digital Marketing Executive*

- Create, develop, and implement holistic marketing strategies such as Blythedale’s “Eco-Smart” campaign.
- Collaborate with team members within the marketing department to produce compelling marketing material for Blythedale Coastal Estate.

- Film & photograph property, developments, events and create content for digital platforms.
- Create social media campaigns such as promoting the internally produced webinar “Let’s Talk Property”.
- Copywriting for various public facing platforms (newsletters, social media, website).
- Manage online media, particularly on YouTube (Elan Property Group & Blythedale Coastal Estate)
- Set up and manage webinars series on Zoom called “Let’s Talk Property”. Responsibilities included creating and sending invitations over email, instructing the panel (typically of around 8) on software and procedure, running media throughout, creating polls, editing, and uploading video to YouTube.

## **Bryce Taylor Media**

2019 - 2022

### *Freelancer*

- Offer package deals to clients according to their specific business requirements that allow them to gain a presence in the digital space.
- Website development on WordPress.
- Social media scheduling and content creation.
- Photography and editing in Adobe Lightroom.
- Video production using Adobe Premiere Pro.

## **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 and video production
- Traveling
- Wildlife/ Safaris
- Squash
- Video Games
- 35mm Film Photography
- Hiking



## REFERENCES

*[Available on request]*