



art director / graphic designer

michelle botha

I love challenges, because they make me who I am: A conscientious creature who is committed to getting things done properly and on time. I have strong communication skills and love to be on the front-line of visual transmission, creativity and advanced problem solving. And that's why, whether solo or with a team, I specialise in brand communication.

Bu-kei explained:

bouquet | pronounced - bu'kei - *noun*

A bouquet is a collection of flowers in a creative arrangement.

I am not one flower but a whole bouquet, enabling me to: Blend into any situation, or stand out from the crowd. Portray myself as unconventional and very colourful.

Let me become part of your Bouquet.

contact



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programs

Quality Gauge:

Basic: 30% - 60%

Good: 60% - 80%

Excellent: 80% - 100%

- Adobe Creative Suite

InDesign: *Excellent* | Illustrator: *Excellent* | Photoshop: *Excellent* | Premier Pro: *Good* | Lightroom: *Good*

- Microsoft Office: *Good*

- Loomly: *Excellent*

- Mac & PC: *Excellent*

- Mailchimp: *Excellent*

- BigCommerce/Squarespace: *Excellent*



skills

o Written and Oral Communication

I have superior ability to listen and respond to clients and fellow employees through my written and verbal skill set.

o Leadership

Taking over leadership of a project / campaign and directing workload.

o Teamwork

I can collaborate within a group and thrive in brain storming sessions. I enjoy exchanging ideas and coming up with creative ways of executing a project.

o Art Directing

I am responsible for the visual style and images in photo shoots, magazines and product packaging.

o Creative Concept Development

Coming up with the "Big Idea" of an Ad Campaign or Corporate Identity.

o Typography Design

I can design and use typefaces as a means of visual communication from calligraphy to digital type.

o Brand Identity Development

Creatively develop a brand's identity through a Corporate Identity Guideline showing what the brand represents and stands for visually.

o Project Management

Managing projects from start to end by getting quotes, creating a concept, designing artwork, proof checking and delivering hard copy to clients.

o Print & Digital Design

I understand the process of print design, and digital front-end design for Web, EDM and Social Media.

o Social Media Management

Designing the visuals and copy for all social media posts and managing the companies social media pages daily - Facebook & Instagram.

employment

Douglas Marine

Marine Engineering Services
- Office in Mona Vale, Sydney

2024 - Admin, Graphic Designer & Social Media Manager

Responsibilities include:

- Office management
- Client facing - answering phone, emails and greeting customers
- Manage bookings on MechanicDesk
- Create invoices / input bills and purchases / create estimates and quotes
- Manage Stripe credit card machine for in-house purchases
- Receive deliveries, stock check and pack
- Organise deliveries (Go Logistics & Aus Post)
- Calendar management
- Preparing documents (Warranty Reports)
- Manage internal communication
- Manage quarterly newsletter
- Managing weekly Social Media pages
- Managing customers through Facebook & Instagram messages daily
- Brand Identity design
- Quotes for apparel and stock
- Data Entry (adding new customers into MecanicDesk)

SKDA

Moto Graphics & Seat Covers
- Offices in New York, Sweden & Adelaide

2020 - 2024 - Art Director, Visual Communication, Graphic Designer & Social Media Manager (4 years)

Responsibilities include:

- Managing Social Media pages daily
- Managing customers through Facebook & Instagram messages daily
- Brand Identity design for customers
- Quarterly Royalty Reports
- Creative Brand Management - Visual coms
- Monthly Newsletter through Mailchimp, Feature Images & Website updates - visually and backend
- Customer relationship management
- Online shop management
- Taking orders, designing the graphics and sending to production
- Managing collaborations with other companies
- Managing product packaging and all branding aspects of all visuals
- Developing mini campaigns - Black Friday, Holiday Season, New Product Drops
- Magazine layout design with collab company
- Bus stop Poster Branding - Outdoor Branding
- Art Directing photoshoots for new product drops
- Creating visuals for new product drops
- Photo & Video editing
- Designing on Mac / Adobe & PC / CorelDraw
- Creating SKDA's Brand Identity & CI Guidelines - Business card, Letterhead and Email Signature



KLCK Creative

Through the Line Advertising Company.
Print Design, Web Design, Videography and Photography.
- International (South Africa & Africa)

Clients - Jaguar Land Rover sub-Sahara Africa & South Africa, Liberty, DRA, EOH, Isuzu Trucks, Diners Club, SC Group FUSO trucks, Mercedes Benz, Samsung, Hennessy and Discovery Invest.

2013 - 2020 - Art Director, Graphic Designer (7 years)

Responsibilities include:

- Direct lifestyle photo & video shoots
- Directing college's creatives
- Creative concept development
- Graphic design event look & feel
- Manage celebration mailers
- Manage projects from quotations, concept development, design, approval, proof checking
- Direct group brainstorming
- Customer relationship management
- Digital & Mobi platforms annually; digital newsletters and online elements, web design, conceptualization, layout, understanding and maintenance; Web / Social Media, EDM's and pre-developed systems - Native APPs

freelance

Company: Plastek Engineering & Peninsula Saws - (Trades)
- Brand Identity design, Logo, Pamphlet & Apparel design

Company: Urban Originals - Fashion)
- EDM's and Social Media Posts for Easter and Mother's Day

education

Vega School of Advertising

BA Degree in Creative Brand Communication - 2011
(Major in Visual Communication)

Randburg High School

Year 12 - 2008

references

By Request