



LOUISE DU TOIT



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tocreate50@gmail.com

EDUCATION

Florida Park High School

Wits Technikon

National Diploma Architectural Technology

Get Smarter

Digital Marketing

Edge Learning Media

Certificate Conference & Events Management

Mac School at Concept Marketing

Certificate DTP Advertising

AAA School of Advertising

Certificate Principles of Graphic Design

Design Centre

Certificate Perspective Drawing

SKILLS

Design/DTP/Finished Art/Typesetting

Word Press Design/Elementor

Retouching

APPLICATIONS

InDesign

Illustrator

Photoshop

Power Point

Wordpress

ABOUT ME

When I began my career in advertising over 20 years ago, I worked across various print media formats, including design, DTP, and finished art. My strong attention to detail and effective time management have always been key to my success.

As the industry has evolved, I transitioned into the digital space and am proud of the progress I've made so far. The challenge of adapting and expanding my skill set has been incredibly rewarding. I continue to learn and grow, embracing the constant changes in an ever-evolving industry.

WORK EXPERIENCE

REVOV Battery Power Backup Solutions | Oct 2020 - Present (contract)

I am responsible for:

- Design, Layout, DTP/FA of all Marketing Collateral comprising of: Brochures, Adverts, Business Cards, Car Magnets, Illustrations, Folders, Emailers, PPT Presentations, Window Signage and any other print media needed.
- FB ads.
- I oversee the CI across both Digital and Print.

GCT Group (JHB) | May 2019 - Sept 2020

I was responsible for:

- GCT Group, GCT Plumbing - DTP, Design, Web Design (wordpress)
- Meme Advertising (JHB) - Design, DTP/FA (freelance)
- ThinkLab Group (CT) - DTP/FA (freelance)

Freelance | Aug 2018 - April 2019

I was responsible for:

- Meme Advertising - Design, DTP/FA
- SaleCapital - Design, Web Design (wordpress)
- Kids911 - Web Design (wordpress)
- SAAS - Web Design (wordpress)
- 2iA - Web Design (wordpress)
- X Link - PPT presentations
- PHS - Brochure Design/Layout, FA, PPT presentations
- Uturn - Brochure Design/Layout, Poster Design, Annual Report Design
- Labex - Graphic Design

Berkley Analytics, Berkley Risk, Edudrone

(JHB) | Nov 2017 - July 2018

I was responsible for:

- Design/Layout, DTP
- Web Design (Wordpress)

Pam Golding (JHB) | June 2017 - July 2017, (contract)

I was responsible for:

- Design/Layout, DTP/FA



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WORK EXPERIENCE

Brandesign (CT) | March 2016 (contract)

I was responsible for:

- Typesetting/DTP/FA – Annual Reports

Groundpepper (CT) | Feb 2015 - Dec 2015 (contract)

I was responsible for:

- Typesetting/DTP/FA – Annual Reports

Ince.Motiv (CT) | Sept 2011 - May 2012 (retrenched)

I was responsible for :

- Typesetting/DTP/FA – Annual Reports

Wetpaint (JHB) | October 2010 – February 2011, (moved to CT)

I was responsible for:

- Design/Layout, DTP/FA, Packaging

JWT (JHB) | Sept 2010 (contract)

I was responsible for:

- DTP/FA, Packaging

Exigent (CT) | May 2010 – Aug 2010, (contract)

I was responsible for:

- Design/Layout, DTP/FA

Globalmouse (JHB) | May 2010 – Aug 2010, (contract)

I was responsible for:

- Design/Layout, DTP/FA, Packaging, Typesetting

The Ad factory (JHB) | Sept 2004 – Nov 2004, (contract)

I was responsible for:

- Design/Layout, DTP/FA

Maverick (JHB) | March 2004 – April 2004, (contract)

I was responsible for:

- Junior Project Manager on PRO 20 cricket series.
- Design/Layout, DTP/FA

**Y&R Gitam Direct (JHB) | March 2001 – Feb 2004,
(permanent/freelance)**

I was responsible for:

- Design/Layout, DTP/FA

Gitam SA (JHB) | March 1999 – Feb 2001, (permanent)

I was responsible for:

- Design/Layout, DTP/FA

DNA Precise Graphics (JHB) | Aug 1997 – July 1998, (contract)

I was responsible fo:

- Design/Layout, DTP/FA, Packaging

Pam Golding (JHB) | June 1997 – July 1997, (contract)

I was responsible for:

- Design/Layout, DTP/FA

Wheeler and Associates (JHB) | June 1996 – May 1997, (contract)

I was responsible for:

- Design/Layout, DTP/FA