

Phophi Faith Themeli

Interior DesignerMarketing Specialist

Cover letter

I am a skilled Interior Designer with extensive experience in advertising as a Copywriter and Digital Marketer. With over seven years in advertising and three years in interior design, I bring a comprehensive understanding of creating visually appealing and harmonious environments. My background in copywriting has honed my ability to craft compelling narratives and develop impactful marketing strategies, ensuring content that captures attention and resonates deeply with its audience.

This unique blend of skills positions me as an ideal Interior Design Marketing Specialist, capable of promoting brands, services and products within the built environment.

My focus area:

Marketing Strategy Development:

- Develop and execute marketing plans to promote interior design services.
- Identify target markets and devise strategies to engage potential clients.

Content Creation:

- Create and curate content for blogs, social media, newsletters, and the website.
- Collaborate with the design team to showcase projects through images, videos, and case studies.

Social Media Management:

- Manage and grow social media presence on platforms like Instagram, Facebook, Pinterest, and LinkedIn.
- Develop and schedule posts, monitor engagement, and respond to inquiries.

Event Coordination:

- Plan and coordinate events such as open houses and design expos.
- Work with vendors, secure venues, and manage event budgets.

Market Research and Analysis:

- Conduct market research to identify trends and opportunities.
- Analyze marketing campaign effectiveness and adjust strategies.

Brand Management:

- Ensure consistent brand messaging across all channels.
- Develop and maintain relationships with media, influencers, and industry partners.

Client Relations:

- Provide excellent customer service and address inquiries.
- Gather client feedback to improve services and strategies.

What I Bring:

- **Education:** Bachelor's degree in Interior Design and Certificate in Marketing.
- **Experience:** Seven years in marketing, including three years in interior design.
- **Skills:** Strong understanding of traditional and digital marketing strategies, excellent communication, creativity, and attention to detail.
- **Technical Proficiency:** Proficient in Adobe Creative Suite and Autodesk.
- **Project Management:** Strong organizational skills and ability to work independently or as part of a team.
- **Passion:** Deep passion for interior design and marketing, with a keen sense of trends and aesthetics.

By combining my expertise in interior design and marketing, I am eager to contribute to the built environment as an Interior Design Marketing Specialist, enhancing brands and connecting them with new clients.



Phophi Faith Themeli

Interior Design Marketing Specialist

Contact

Phone

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Email

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Address

New Town Johannesburg

Education

2023

BA Honours Interior Design

University of Johannesburg

2014

BA in motion picture and live performance

AFDA

2013

BA - Media, Film Visual and performing arts

University of the Witwatersrand

Expertise

- Copywriting
- Digital Marketing
- Photoshop
- Canva
- Proof reading
- Revit
- AutoCAD
- Presentation
- conceptualising
- Tech Savvy

Language

English

siTswana

Tshivenda

isiZulu

Experience

June 2022 - Present

Tonic | Johannesburg Showroom Assistant

In June 2022, I started my journey at Tonic, initially shadowing roles before securing a position as a content creator. My tasks involved generating three Instagram posts weekly for Tonic and analyzing engagement for optimal content creation. Subsequently, I transitioned to a showroom assistant role, primarily supporting customers.. Responsibilities include aiding clients with finishes selection, furniture customization, product demonstrations, handling customer concerns, and assisting the production coordinator with the management of projects.

Jan 2023- Nov 2023

University of Johannesburg | Johannesburg

Tutor

As Tutor, I was responsible for providing students with individualised assistance to help them learn new concepts and complete assignments. My duties include studying lesson plans and reviewing notes to prepare for a lesson, assigning additional projects, marking assignments and answering a student's questions about a topic.

Jan 2023- July 2023

Sarah de Pina | Johannesburg

Photographer and stylist Assistant

Sara de Pina is a well-known photographer who specialises in interior architecture, products, food, and portrait photography for commercial and editorial clients. I have the great privilege of assisting her on shoots. My duties include assisting her with equipment, keeping my eyes open in order to give her input as she shoots, and also assisting with styling.

Feb 2020 - Nov 2022

University of Johannesburg | Johannesburg

Content Creator

The Academic Development Centre (ADC) employed me as a content creator to assist in highlighting resources offered through their new Virtual Assisting program called "On the Go: SOS (student online success)". As a UJSOS representative, I was tasked with producing content to assist students in a series of tips and tricks, hacks, and how-to's. All the content produced is published on LinkedIn, Twitter, Facebook, TikTok, Instagram, and YouTube. In the process, I have learned valuable networking and content-creator skills. From nothing, the UJSOS platforms have reached over a hundred thousand students.

Reference

Diana Musoni

Interior Designer, Tonic

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Nkosini Ngwenya

Marketing Strategist, UJ

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Experience

○ Mar 2021 - May 2022

TRACE | Johannesburg

Web Content Editor

Trace Academia is a mobile app that offers free courses and certificates dedicated to jobs, entrepreneurship, and soft skills. Trace Academia's mission is to empower young people, with a focus on women, by providing them with free learning from the world's best experts as well as opportunities to kickstart their careers. As a web Content Editor, my responsibility was to edit all course material and ensure that the courses, including the activities were easy to read, understand and digest.

○ Jan 2021- Aug 2021

Press Release Management | Johannesburg

Digital Marketer

Press Release Management was a Digital Marketing Coaching Agency for small businesses and business owners. My role as a digital marketer was to research and create helpful and insightful digital marketing content for the Instagram audience. This included digital trends, analytics, and other digital marketing learning resources.

○ Mar 2020- Aug 2020

Tostri Media | Johannesburg

Digital Marketing Marketer

As a Digital Marketing Manager, I was responsible for planning, developing, implementing, and managing the overall digital marketing strategy. This included creating content, on all relevant social media platforms. Alongside Staying up to date with the latest technology and best practices, I had to manage and oversee various digital marketing channels, measure ROI and KPIs, prepare and manage the digital marketing budget, oversee all the company's social media accounts, suggest activities for improving the quality of online content, Track and measure SEO and Google Analytics metrics and provide reports.

Reference

Moteo Mphahlele

Founder, Tostri Media

Phone: 082 437 8105

Email: tostrimedia@gmail.com

Jed Mowat

Copywriter, Joe Public Ignite

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Experience

Feb 2017- Sep 2017

Joe Public Ignite | Johannesburg

Copywriter intern

As a Copywriter Intern, I had to assist in creating a compelling and error-free copy. I participated in creating and editing deliverables used for ads, apps, websites, and similar mediums. I communicated frequently with the ECD to ensure coherence between my work and other accompanying media. I was privileged to learn how to use my writing to sell ideas and concepts. My mentors introduced me to standard copywriter conventions and assisted me with writing award-winning copy for TV, radio, print, and various other mediums. With the guidance of my mentors, I was shortlisted as one of the finalists for the Cannes Young Lions, I had the opportunity to edit Copy for Mercedes Benz and also assist in creating a radio campaign for Chicken Licken. I brainstormed with the Ignite team and shared my ideas and concepts which all contributed to my growth as a copywriter.

Feb 2016 - Dec 2016

Metropolitan Republic | Johannesburg

Digital Marketing Intern

I Played an active role in the development of clients' digital footprint by maintaining a presence on various social media platforms, creating copy for websites, and assisting in the development and execution of campaigns (both digital and in-store activations). I was privileged enough to be a part of the casting process and to be trusted with conducting interviews with various artists for Castle Milk Stout.

Analysing and reporting on the activities on social media networks as well as websites was my daily responsibility. Once in a while, I got the opportunity to shoot and edit content to be used on social media. Which I thoroughly enjoyed. The clients I got to interact with were Legit ZA and the SAB's (Castle Milk stout)

Sep 2015- Dec 2015

Digify Africa | Johannesburg

Digital Marketing Intern

A three-month Bootcamp by Livity Africa in partnership with Google SA and the IAB SA. This program was my foundation. It offered a wide range of practical workshops on digital campaigns, social media, and content creation, in addition to training on Google Search, AdWords, YouTube, and Analytics. Some of the clients I had the privilege to pitch my ideas to include Facebook, Paybook SA, and Marvin online magazine.

Reference

Mellissa Govender

Head- Digital Marketing , Metro

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Lucille Divine

Coach, Mentor, Digify Africa

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