

# Dale Newman Kitchin



**Above and below-the-line traditional, online and social media marketing and advertising strategy and project management**

**Creative conceptualisation/social media, content and digital marketing management/PPC campaign management/ marketing and branding management/Team and agency management/B2B and B2C**

Below are my credentials and what I have been up to over the last 20 years but, what you need to know is that the below did not happen without my absolute will and tenacity. Not only will you get my experience but also the joy of working with someone positive, upbeat, creative, enthusiastic and super-efficient!

## EXPERIENCE

Sept 2019 – March 2020: Oaklins Investment Banking

- Digital Marketing Manager

May 2019 – September 2019: Google Project - Teleperformance

- UK & I Agency Account Strategist for GoogleAds

March 2009 – Dec 2018: Institutional Advancement Division - University of Johannesburg

- 2009 – 2011: Advertising and Marketing Co-ordinator
- 2011 – 2013: Advertising, Marketing and Social Media co-ordinator
- 2013 – present: Manager Social Media and Marketing Projects

Jan 2007 – Feb 2009: School of Tourism and Hospitality, Faculty of Management, University of Johannesburg

- Industry Analyst and Marketing assistant

July 2003 – December 2006: Trade Conferences International

- Dual role: Conference Production Manager, Event Manager and Database Manager

November 2002 – June 2003: Frontline Medical Public Relations

- Assistant account executive

Feb 2002 – November 2002: Origins Cosmetics - Harrods Department School

- Retail counter sales assistant

## CAPABILITIES BASED ON PAST DUTIES

- **Marketing and Advertising Strategy and rollout:**
  - Post advertising campaign research with targeted audiences
  - Translation of campaign research into an above-the-line advertising campaign strategy
  - Direct involvement in creative direction and constructs for ATL campaigns
  - Internal marketing of advertising campaigns to staff for awareness and the creation of brand affinity
  - Compilation of media strategy (traditional and digital) and co-ordination of stakeholders from media agencies to creative agencies
  - Traffic management - keeping deadlines for supply of artwork for media.
  - Ensuring budget efficiencies
  - Running below-the-line projects according to campaigns and segmented target markets
  - Developing marketing materials for below-the-line marketing endeavours from copy writing, editing to design and printing co-ordination
  - Creating channels for distribution of BTL materials
  - Information gathering from BTL projects
- **Content development and creation**
  - Conceptualisation, planning, writing, creating, co-ordinating, streamlining whether it be a radio script, docu series for social media, a live streamed event, webinar, print advert, online banner, social media post or event promotional video
- **Digital:**

## CONTACT DETAILS

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## EDUCATION

**1996 -2000 Rand Afrikaans University, Johannesburg –**

BA Communications degree majoring in Communications and English and specialising in Advertising and Audiovisual Communications

**2000 Rand Afrikaans University, Johannesburg –**

BA Honours in Audiovisual Communications specialising in communication strategy

## FURTHER TRAINING

2019 Google Ads Certification

2015 University of Johannesburg – An Introduction into Management principles

2013 Marketing Mix: Social Media Landscape Briefing:

2013 University of Cape Town – Certificate in Social Media Management

2008: Excel beginner, intermediate and advanced

2007 Health and Fitness Professionals Association -

Completed a Certificate in Exercise

- Online campaigns
  - Growth marketing campaign strategies with sales funnel management with action based results in mind always
  - Activation of an organization's digital ecosystem to produce results
  - Hashtag, follower and influencer strategies
  - Keyword research and SEO alignment (from a marketing perspective)
  - Management and distribution of organic content ensuring SEO alignment across to all stakeholders
  - Content writing and post design development in alignment with SEO, brand and corporate identity.
  - GoogleAds PPC Campaigns
  - Outline, monitor and track key digital ecosystem growth KPI's to ensure growth and thus ROI
  - Campaign optimisations and adaptations
  - Identify and training of digital marketing best practice within the organization
- Social Media
  - Administration, monitoring and maintenance of Social Networking presences - Facebook, Twitter, LinkedIn, Youtube and Instagram
  - SWOT and competitor analysis plus audience profiling per platform
  - Content strategy in alignment with SWOT and audience findings and organizational objectives
  - Social media audits
  - Social Media Policy development, policing and training
  - Creating communications synergy between external marketing and advertising thrusts. strategic media communications
  - Community development and engagement
  - Crisis control and PR
- **Account Management**
  - Strategic account management to medium sized advertising agencies
  - Development and maintenance of strong partnerships with clients
  - Pursuit of client and agency goals – growth mindset
  - Promotion of innovative cross channels perspectives by keeping on top of global trends
  - Strong interpersonal, negotiation and persuasive skills across all levels
  - Translating briefings into client's desires
  - Actioning briefings
  - Excellent phone based and client facing relationship management
- **Team/Human resource management:**
  - Staff management – between 5 to 14 people
  - Managing staff KPI and training
  - Team and media budget management
  - Relationship management with various agencies – media booking, advertising and digital agencies
- **Event management and marketing**
  - Full event planning and execution
  - Event marketing
  - Event branding

Science and is a part time Personal Trainer  
 2008 Health and Fitness Professionals Association - Completed Pilates training course level 1 and 2 training and is a part time instructor

## REFERENCES

Ms Lesmarie Bentley-Steyn  
 University of Johannesburg  
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[lesmarieb@uj.ac.za](mailto:lesmarieb@uj.ac.za)

Ms Monique Evert  
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## AWARDS AND ACHIEVEMENTS

Between 2009 – 2018 the University of Johannesburg received the following from the association for Marketing and Communication in Education (MACE)

- 18 MACE Excellence awards for marketing elements ranging from Integrated Marketing Campaigns, Brand, Film and Video, Integrated Advertising, Outdoor advertising, below-the-line elements, Radio and Print advertising and Electronic and Social Media, one in particular for Instagram.

Other notable achievements are

- 2012 first Award given to an African country: CASE Circle of Excellence Gold award for Advertising Campaign
- 2013 IABC Gold Quill Award for Be Clear: Integrated Marketing Campaign
- 2nd Coolest University Brand in South Africa spot held for 8 years in a row