



Desiree Pollock

DYNAMIC, INNOVATIVE THINKER
WITH **BIG** IDEAS!

PERSONAL DNA



JOHANNESBURG
SOUTH AFRICA



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50% CREATIVE
50% LOGIC
100% PASSION

PROFESSIONAL DNA

Computer	Business
99%	97%
Microsoft Word 10	Strategize 10
Microsoft Power Point 10	Implementation 9
Microsoft Excel 9	Operational/Hands On 10
Microsoft Outlook 10	Problem Solving 10
APMS 10	Process weakness Identification 9
Chase 9	Work under pressure 10
	Time Management 10
	Negotiating 9
Digital Communication	Traditional Communication
100%	100%
Facebook 10	Copy Writing 10
Twitter 10	BLT 10
LinkedIn 10	ATL 10
Instagram 10	
Campaign building 10	
Campaign Management 10	
Creativity 10	
Bridge build between Client & Agency 10	

PROFILE

With 14 years experience - at multiple levels, I have worked on big international brands. I have an ability to communicate ideas, give creative direction and influence people to follow them. Pragmatist at heart, I have the propensity to create and implement strategy, forecast and budget, working on both client and agency sides with a deep understanding of traditional and digital communication.

EDUCATION

High School (2002 - 2006) The Hill High School	Tertiary Education (2007 2009) The University of Johannesburg Corporate Communication (obtained with distinction)	Additional (2010) Johnathan Andrews School of Photography
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EXPERIENCE

INSTITUTE: Netstar
PERIOD: May 2024 - May 2025
POSITION: Executive Marketing Manager

INSTITUTE: Ask Afrika
PERIOD: April 2023 - April 2024
POSITION: Executive: Marketing & Communications

INSTITUTE: Samsung South Africa
PERIOD: June 2019 - April 2023
POSITION: Trade Marketing Manager

INSTITUTE: Publicis Group Africa (ARC)
PERIOD: October 2015 - September 2019
POSITION: CSM & Marketing Manager

INSTITUTE: LG Electronics South Africa
PERIOD: July 2013 - October 2015
POSITION: Product Marketing Manager

INSTITUTE: HTC Africa
PERIOD: January 2010 - July 2013
POSITION: Brand Manager

LET'S CONNECT

For more information visit: www.desireepollock.co.za