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Melanie Kidson

Highly motivated and results-oriented professional with over 30 years of experience in revitalizing brands, fostering digital growth and implementing operational innovation across diverse industries.

Skills

- ✓ Strategic Planning: Crafting and implementing long-term strategies to drive brand growth.
- ✓ Market Research: Utilizing data-driven insights to inform business decisions.
- ✓ Campaign Development: Creating and executing award-winning marketing campaigns.
- ✓ Adaptability: Integrating seamlessly into new environments and tackling challenges head-on.
- ✓ Team Leadership: Building and motivating high-performing teams.
- ✓ Client Relationship Management: Managing client portfolios and fostering strategic partnerships.
- ✓ Brand Management: Enhancing brand identity and market presence.
- ✓ Operational Efficiency: Streamlining processes to boost productivity and reduce costs.

Partner with Proven Expertise

I am a problem-solver, a strategist and a doer.

My career has been a journey of diverse experiences, equipping me with a broad skill set that allows me to contribute effectively to various teams and projects. I thrive in collaborative environments, where I can leverage my expertise to drive collective success. With a strong foundation in marketing communications and a proven track record in operational roles, I offer a unique blend of strategic thinking and practical implementation. I excel at building relationships, fostering teamwork and delivering results that exceed expectations. Whether it's developing marketing campaigns, optimizing business processes, or managing complex projects, I bring a collaborative and solution-oriented approach. My ability to understand the big picture while paying attention to the details makes me a valuable asset to any team. I am confident in my ability to contribute meaningfully to your organization's success.

"Performance Powerhouse"

Education

BA Languages(English) (German)
University of Johannesburg RAU

Certifications

- EQ: Attracting & Retaining Talent
- Sales Techniques
- Negotiation Skills
- Leadership Development
- Certificate in Professional Advertising



My Skills

Advertising: Campaign Planning & Execution

Brand Management

Communications Strategies & Plans

Contact Reports & Minutes

Copywriting

Corporate Social Responsibility Implementation

Designing: Brand & Corporate Identities and Marketing Material

Document Templates Creation

Event Management

Google Ads: Content Creation & Basic Account Management

Internal Communications Campaigns

Market Research: Design, Execution & Reporting

Marketing Planning

PR & Media Liaison

Presentation Design

Project Management

Proofreading & Editing

Sales Collateral: Concept, Content Creation & Design

Social Media: Concept, Content Creation, Design & Posting

Stakeholder Relationship Management

Website: Content Creation, Basic Design, Setup & Maintenance

Writing: Business Documents & Reports

***Together, we can build something extraordinary:
relevant, impactful work that delivers.***



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Tools and Platforms Proficiency



Content Creation

- Adobe Creative Express
- Clipchamp
- Grammarly
- Hemingway
- Microsoft Designer
- Pixelied
- PowerPoint
- Publisher
- Thinkific
- YouTube



Communication

- Mailchimp
- Microsoft Office 365
- Outlook
- Zoom



Mind Mapping

- Mindmeister



Word Processing

- Word



AI Tools

- Copilot
- Chat-GPT
- Gemini



Social Media Management

- facebook
- Instagram
- LinkedIn
- WhatsApp Business



Website Optimization

- Google Analytics
- Google Search Console
- Squoosh



Website Setup & Content Development

- Adobe Portfolio
- Behance
- Online Research
- Visual Resources (Pond5, Pixabay, Unsplash, Pexels, Vectorstock, Freewolf)
- WordPress



Operating System

- Windows 11

About Me

Core Values and Work Ethic

I am a dedicated and responsible individual committed to excellence in all endeavors. My passion for storytelling and connecting with people drives my interpersonal approach. I possess a strong work ethic characterized by attention to detail, fairness and a positive outlook. I thrive under pressure, maintaining composure and seeking innovative solutions.

Personal Development and Growth Mindset

Curiosity is the cornerstone of my personal and professional growth. I am a lifelong learner who embraces challenges as opportunities for development. My ability to adapt to changing circumstances and learn from setbacks has shaped my resilience and determination.

Interpersonal Skills and Teamwork

Effective communication and strong interpersonal skills are essential for success. I value empathy, respect and honesty in my interactions with others. I am a collaborative team player who believes in the power of diversity and inclusivity.

Ethical Conduct and Integrity

Integrity and fairness are guiding principles in my life. I am committed to ethical conduct and building trust through consistency and reliability. I believe in treating everyone with respect, regardless of their background.



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My Work

See more here: <https://melaniekidson.myportfolio.com/welcome>



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"At Fabello and Kidson Kraft, we are not just craftsmen – we are architects of elegance and artisans of luxury."

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Fabello and Kidson Kraft, two esteemed names in bespoke cabinetry and furniture, have joined forces to redefine opulence in the high-end leisure, residential and hospitality industries. Join us on a journey where the boundaries of design are pushed and the limits of luxury redefined.

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welcome to a world where luxury, jobs, craftsmanship and longevity meet with elegance with a repertoire of skills that transcend the ordinary. We are also ultimate specialists for period-style design, bespoke, minimalist, minimalist, minimalist installation.

ALL WOODEN FLOORING
 Restore yourself in luxury with our extensive range of wooden flooring options meticulously crafted to please any space.

BARs AND RESTAURATING
 Rejuvenate your venue with our bespoke bars and bar/restaurant interiors designed to capture the spirit and design you.

BEDROOM SITES
 Spend yourself with the tranquility of relaxation in our custom designed bedrooms, where every detail is finely tuned to create style and superior comfort.

KITCHEN CABINETS AND WALL CLADDING
 Transform your kitchen into a sanctuary of sophistication and convenience with our premium epoxy resin, lacquer and wall cladding options, meticulously crafted for both beauty and functionality.

WINE ROOMS
 Indulge your passion for wine with our bespoke wine rooms, meticulously crafted to showcase your collection in style.

MEZZANINES AND LOFTS
 Maximize space and functionality with our bespoke mezzanines and lofts, designed to ensure your living is exciting surroundings.

DECKING AND DINING ROOM TABLES
 Create unforgettable outdoor experiences with our bespoke decking solutions and elegant dining room tables.

BESPOKE KITCHENS AND CUSTOM BUILT-IN COUPONARDS
 Transform your kitchen into a beautiful functional hub in complete custom to your precise specifications.

CINEMA ROOMS AND CUSTOM FURNITURE
 Surrender yourself with cinematic luxury with our sophisticated cinema rooms, complete with custom furniture designed for maximum comfort and style.

CUSTOM PAINTING AND STROPPING
 Define your space with our custom paint and stroping solutions, meticulously crafted to enhance functionality and aesthetics.

STUDIES AND ENTERTAINMENT CABINETS
 Create the perfect work or entertainment space with our meticulously crafted and TV display entertainment solutions.




IT'S A REVELATION



"Genesis Construction and Paving is the preferred choice for Property Developers and Management Companies who are serious about making a future profit on their property investment."

SHOWCASE OF OUR WORK



The Avenues - New Residential Development in Four-ways

Construction of new houses, driveways, front entrances and courtyards for the projects in the development, supply and installation of brick paving and kerbing for the main access gate and pavements, as well as all road intersections. The total area is approximately 9 000 M². The project commenced in 2017 to be completed in 2018.

OUR CLIENTS




GC genesis Construction

LIFT

Paving Repairs

RELAY



GC genesis Construction

Business Premises Interior Maintenance Services

Experience

01 Marketing Consultant **Genesis Construction** Jan 2022 – Present

- Revitalized the brand identity, establishing a distinctive presence in a competitive industry landscape.
- Leveraged market research and strategic insights to identify unique brand positioning opportunities, significantly boosting visibility.
- Integrated brand CI across digital platforms, enhancing recognition and driving increased online engagement and lead generation.

04 Account Manager Group Brand **Sasol Limited** Sep 2011 – Mar 2013 (Contract)

- Ensured seamless brand momentum during a critical temporary role.
- Streamlined marketing and communications operations, cutting costs by 20%.
- Led successful CSI and sponsorship initiatives, enhancing the company's standing among key local government decision-makers.

07 Head of Marketing **Virgin Mobile SA** Jan 2009 – Sep 2009 (Retrenched)

- Spearheaded a brand resurgence, leading to a 20% increase in brand awareness and a 15% boost in sales within nine months.
- Restructured the Marketing Department, improved job satisfaction and streamlined communication activities.
- Collaborated with HR to integrate internal communications campaigns addressing strategic business objectives.
- Revitalized enthusiasm for the brand, significantly enhancing the company's market position.

02 General Manager **Genesis Paving** Sep 2014 – Aug 2021

- Demonstrated expertise in business management, strategic planning and operational efficiency.
- Restructured operations, resulting in a notable increase in productivity and a reduction in costs.
- Enhanced customer satisfaction by implementing quality assurance processes and improving service delivery.
- Hands-on management style led to significant growth in team motivation and annual revenue.

05 Residential Rentals Manager **Propvest Real Estate** Nov 2010 – Aug 2011

- Expanded the rental division by creating a robust portfolio with high occupancy rates.
- Addressed property maintenance issues and tenant disputes, enhancing property value and tenant satisfaction.
- Efforts boosted the division's performance, leading to substantial additional revenue generation.

08 Founder & Director **KMC Marketing Communications** Oct 2004 – Dec 2008

- Launched and scaled the agency, managing over 450 projects.
- Fostered strategic partnerships and consistently exceeded client expectations.
- Expanded service offerings through alliances with industry leaders and achieved success with major brands.
- Nurtured a high-performing team, providing mentorship to individuals who excelled in their marketing careers.

03 Communications Manager **Sasol New Energy** Apr 2013 – Jun 2014 (Contract)

- Developed and executed strategic communication plans aligned with corporate objectives.
- Internal communications campaigns significantly improved employee morale during a major restructuring program.
- Spearheaded communication efforts for high-impact projects, enhancing corporate communication efficiency.
- Led the launch of SGEPP in Mozambique, generating an above-expected return on publicity investment.

06 Business Development Representative **Ask Africa Consumer Research** Jan 2010 – Oct 2010 (Contract)

- Amplified the brand's market presence and facilitated cross-selling opportunities through the strategic promotion of the TGI product.
- Tapped into a professional network, expanded the company's market reach and generated high-value leads.
- Developed and executed strategic sales presentations for the TGI product, which resonated with potential clients and drove business growth.
- Identified new product offerings for clients, such as buying only specific segments or brands, enhancing product appeal.

09 Project Manager **iD8 Brand Marketing Agency** Jan 2004 – Aug 2004 (Contract)

- Showcased adaptability and ability to lead complex projects to successful completion, including the transformation of Comparex to Business Connexion after the merger.
- Managed multiple high-stakes projects simultaneously, ensuring timely delivery and exceeding client expectations.
- Contributed to solidifying iD8's standing as a formidable player in the strategic brand marketing industry.



Experience cont.

10 Group Client Service Director
Asaguyz now Joe Public
Feb 2003 – Oct 2003 (Retrenched)

- Revitalized a faltering client service division, tackling significant client dissatisfaction.
- Managed a diverse portfolio including Clover, CTM, Italtile, and Tracker.
- Implemented strategic initiatives that bolstered team performance, client satisfaction and retention.

11 Client Services Director
O2 Communications
Mar 1997 – Jan 2003

- Played a pivotal role in post-launch growth, securing long-term partnerships with blue-chip corporates and leading SMEs, such as Sasol, McCarthy Call-a-Car, OFM Radio Oranje, Battery Centre, 4th Dimension Financial Services, Infracom, eBucks, and PAG Staffing Solutions.
- Contributions led to industry recognition, including an Adfocus Award for “Best Small Agency of the Year”.
- Drove significant revenue growth and greatly enhanced the company’s market position.

12 Strategic Planner: Advertising
The Agency
Nov 1996 – Feb 1997 (Contract)

- Crafted and executed an effective advertising strategy for Telkom.
- Leveraged persuasive communication skills to ensure stakeholder buy-in and support.
- Managed a high-pressure account, successfully repositioning Telkom and enhancing its brand perception.

13 Strategic Planning Director
JWT International Advertising Agency (now Wunderman Thompson)
May 1995 – Oct 1996

- Held a pivotal leadership position, fostering long-lasting client relationships.
- Cultivated strong partnerships with global clients, including multinational giants like Kellogs, Kraft Jacobs Suchard, and Dairymaid Nestle.
- Directed the creative conceptualization process, ensuring optimal portfolio management for leading FMCG brands.

14 Marketing Planning Manager
Lindsay Smithers-FCB International Advertising Agency (now FCB)
Sep 1987 – Apr 1995

- Crafted impactful campaigns that drove business growth for clients across a diverse range of brands, such as Sasol (fuel, oil, fertilisers), SAA, Colgate Palmolive, White Horse Whisky, Kahlua liqueur, Egg Board, Meat Board, Transnet, Prestige Cookware, International Express, Simba, Ster-Kinekor, Nampak Tissue (Cuddlers, Twin saver) and Old Mutual Unit Trusts.
- Led the Business Unit responsible for creating South Africa’s most-liked television commercial, Sasol’s “Little Boy” (Amaglug-glug).
- Appointed to the board of directors in recognition of contributions to the agency’s success.

15 Senior Researcher
Naspers (now Media 24)
Jul 1982 – Jul 1987

- Utilized consumer insights to drive strategic business decisions, bolstering market intelligence and advertising revenue.
- Collaborated closely with editorial and sales teams to create popular magazines and newspapers, significantly boosting the company’s share of print advertising spend.

16 Queries Clerk
Medscheme
Mar 1982 – Jun 1982

- Elevated client satisfaction and operational efficiency through bilingual proficiency and adept problem-solving skills.
- Excelled in managing client queries, fostering constructive discussions, and enhancing overall service delivery.

