Johan van Rooyen Resume

Head of Marketing · E - Commerce Design Lead · Business Owner

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····· PROFESSIONAL SUMMERY ·····

My journey started as an **Art and Illustration Lead** for 4 years for **Disney**, **MML**, **Books24**, **Viva Africa**, and more. I then moved to **Web and Social Media Head of Department** for 5 years, where I build skills in **Marketing**, **Google Merchant** and **Google ads** experience working with external **Marketing Centres** and **Digital Networks** within the jewellery trade sector to namedrop a couple; Arz steel, Seiko, Daniel Klein, Nomination and more.

Thereafter I went with a new startup store for 5 years as **Full Brand Head of Department** and built the brand up from the ground with a unique digital experience in both **Digital and Physical marketing** with external marketing involving global brands and live events with Bruidgits & Wedding Guide.

Then for the next 4 years I moved to Freelancing after launching and creating Befound Studio. Signing with Petprovo.co.za, Sunsonite.com, Unibuilders.co.za, Mynovan.co.za and Booksatbloem.co.za for all **Design**, **Management**, **SEO,** and **Marketing** ventures. **Illustrated** 24 Children's Books, 4 Horror Book Covers, 4 Poetry Society Posters. Designed and launched over three thousand **meta posts/reels** and shorts. I also did **Book layout** to print on 120 books within two months. Started and launched multiple startup **Brand Identities**.

In 2025 I added to my daily tasks my retail business as **Business Owner**. It has been self-sustaining and slow growing from the get-go. **Admin**, **Product Stock Management**, **Merchandising**, and **Financial Management** skills were a gained from this experience.

In 2026 I added another factor to my life. A 3D Printing company as co-owner **Business Owner** of Summit 3D. Thus far I have taken the lead as Marketing Head of the Company. **Brand Building**, **Website Design**, **Marketing**, and **Management** with skills from previous experience.

····· AREAD OF EXPERTISE ·····

Professional Skills:	Website Design | Illustration | Storyboarding | Digital Marketing | Content Strategy | Social Media Marketing | Graphic Design | Budgeting | SEO/SEM Strategy | Brand Development | Management
Technical Skills:	Google Ads | Photoshop | Illustrator | InDesign | Canva | Shopify | WordPress | Mailchimp.

····· SKILLS DETAILS ·····

Website Design: I have designed and connected numerous websites from drawing board to functional launch.
Illustration: I have illustrated hundreds of small to full pages specifically for the publishing industry.
Storyboarding: I have designed storyboards for books that require 20-30 full page illustrations.
Digital Marketing: I have marketed via various funnels through mailers, Social Media Platforms and Google Ads
Content Strategy: I have planned and maintained campaign strategies for Contests, Promotional Goods, Services and more.
Social Media Marketing: I have marketed and created posts in the thousands in the last 8 years.
Graphic Design: My forte. I have designed books, Layouts, Graphics, Blueprints, Graphs, Images, Textiles and Packaging.

Budgeting: I have worked with tight budgets and very tight budgets for not just other companies marketing, but my own companies ventures and supply chain etc.
SEO/SEM: Always noting and adding in every squint of possible SEO and lately SEM tag and trigger to every aspect of every site I have worked on.
Brand Development: I have been doing brand Development not just digitally but, on the ground, as well.
Management: I have managed teams of illustrators, marketing teams, campaigners and fully run 3 companies.

····· TECHNICAL DETAILS ·····

Google Ads: Worked with multiple companies google ads setup and continued operations.
Photoshop: Used for designing large format intricate designs and illustration work
Illustrator: Used for vector graphics and overall brand design
InDesign: Used for styling and creating book and e-pub layouts as well as posters
Canva: Easy integrated setup to manipulate designs at for video and reel creation.
Shopify: Amazing tool to setup e-commerce websites – I know this inside out.
WordPress: Elementor – Setup for all types of e-commerce and services websites.
Mailchimp: Setup and Designed Mailers for campaigns using all the additional tools Mailchimp has to offer.

····· PROFESSIONAL EXPERIENCE ·····

Director, Owner of Joevian (pty) Ltd | Bloemfontein | 2025

My personal start-up of a physical retail store and designed the brand and niche.

- **Organic Marketing**: I manage and do all marketing related to the store in both physical and digital platforms.
- **Business Management**: All management aspects of construction, product management, sales, fiscal management, and admin.

Head of Department, Digital and Marketing Manager | Sunsonite Jewellery Boutique | Pretoria | 2022 – 2024 Created

and maintained the brands' design and marketing choices and plans.

- **Website Management**: Shopify: Building, designing, and maintaining the website content, products, and integrations.
- **Social Media Marketing**: Managed, Designed and Guided the Brands social media content, campaigns, and paid advertisements.
- **Marketing**: Co-hosted events with National Magazines, Sponsors and Event Hosts.
- **Branding**: Brand guide designed and used accordingly to accomplish designing styles aligned for print media, digital media, campaigns, and events.
- **Google Ads**: Managed SEO, Setup and Paid Ads on Google and YouTube.

Head of Department, Digital Marketing Manager | JDC Jewellery | Kempton | 2017 – 2021 Maintained

and later refurbished the brands' design and marketing plans.

- **Website Management**: WordPress and Shopify: Building, designing, and maintaining the website content, products, and integrations.
- **Product Design**: Photographed and polished designs for final advertisements within studio setup
- **Social Media Marketing**: Managed, Designed and Guided the Brands social media content, campaigns, and paid advertisements.
- **Marketing**: Co-hosted events with Sponsors, Global Brands and Event Hosts.

- **Branding**: Brand guide designed and used accordingly to accomplish designing styles aligned for print media, digital media, campaigns, and events.
- **Google Ads**: Managed SEO, Setup and Paid Ads on Google.
- **Reports**: Reported and growth and Analytics.

Lead, Design and Illustration lead | Iconagency | Centurion | 2014 – 2017 Created

Design layouts, Book Layouts, and illustrations.

- **Illustration work**: Education and Leisure: Guided CAPS aligned illustrations for Learner books, Teacher Guides, Picture Books and Story Books Grade R – Grade 12
- **Graphic Design**: CAPS based Graphics, Blocks and Design work to fill and balance pages, tests, and themes of books.
- **Infographic Design**: CAPS based Designs for science, mathematics, geography, and other subjects.
- **Layout**: Used in both illustrated work and page/book/calendar and magazine layouts.
- **Large Scape Prints**: Large scale print work designed for large wraps and structural wraps.

Background Illustrator, Texturing and Colour Artist | Disney/Papercut Studio | Johannesburg | 2013

Spent months working within an animation team as fill artist for Papercut Studio and Disney while working on "The Green Squad."

- **Art Texturing**: Texturing with guided fill masks and texture libraries
- **Artwork Colouring**: Colour fill guided by strong guides according to the story's thematic expectations and tone.

····· EDUCATION ·····

Diploma in Visual Communication, The Open Window School of Visual Communication, Centurion, South Africa

National Senior Certificate, Potchefstroom Gymnasium, Potchefstroom, South Africa

····· CERTIFICATIONS ·····

Social Media Marketing, Shaw Academy, 2018