



Smit Marike

Creative Lead



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www.fringebenefit.co



Cape Town

Education

BA Honours Degree in Brand Leadership

Vega School of Branding

2012 - 2014, Cape Town

BTech Degree in Graphic Design

Cape Town University of Technology

2000 - 2003, Cape Town

Industry Knowledge

Print & packaging

Digital design

Brand development

Creative conceptual design

Art Direction

Languages

English ● ● ● ● ●

Afrikaans ● ● ● ● ●

Hobbies



Art



Photography



Running



Surfing

EXPERIENCE

Poetry (Cape Union Mart Group)

Creative Lead

Feb 2022 – Present

- Conceptualise integrated creative campaigns
- Align campaigns and design across Digital, VM, Brand & PR
- Execute digital campaigns
- Manage a creative team

Vrienginne

Brand Co-Founder & Developer

Feb 2019 – Dec 2021

- Developed and launched a premium gin brand
- Led brand & product development, customer research, and supplier sourcing
- Managed product strategy
- Oversaw conceptual design, strategic planning, and team leadership

Fringebenefit

Freelance Conceptual Designer

Nov 2017 – December 2018

- Created brand and campaign concepts for retail and agency clients.
- Clients include the following brands: *Jeep, Foschini, Totalsports, Duesouth, Markham & Sixty60*

Duesouth (TFG)

Senior Conceptual Designer & Brand Developer

Nov 2014 – Oct 2017

- Brand identity design
- Conceptualised integrated campaigns (digital, store windows, print, in-store)
- Managed campaign execution

Foschini (TFG)

Junior – Senior Conceptual Designer

Mar 2005 – Sept 2014

- Designed and executed integrated campaigns (digital, in-store, print)
- Directed photoshoots and art production
- Managed brand identity design

MY SKILLS



Adobe
indesign



Adobe
Photoshop



Adobe
illustrator



After
Effects



Figma



Adobe Xd