



YOLANDI JORDAAN

Editor, Designer, Layout Artist,
Communication Specialist

CONTACT

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www.foxconsulting.co.za

SKILLS

Internal & external communications

Brand marketing & project management

Activations management

Change management & crisis communication

Hospitality & events management

Creative Design

Editing

Layout design

ABOUT

Experienced media editor and design expert with a BA Honours degree in Corporate Communications. Have been working in the media publishing and entertainment industry for the past 16 years where I have gained experience in television entertainment, building relationships with sponsors, social media management and content creation, online newsletters, layout and design, magazine publishing, and writing. Skilled to source and create content to ensure that it aligns with the project outcome.

PROJECT EXPERIENCE

● June 2023 – Current

Econofoods | FMCG

Strategy Video

Project Overview and Responsibilities:

Design of strategy video to effectively communicate the changing business strategy to all stakeholders, and to support the implementation.

● June 2023 – Current

Tongaat Hulett | FMCG

Communication plan and Workshop

Project Overview and Responsibilities:

Developed a comprehensive communication plan and facilitate a communication workshop. The goal is to enhance internal communication practices, improve employee engagement and foster effective communication.

● May 2023

PepsiCo | FMCG

Culture of Integrity

Project Overview and Responsibilities:

Developed a comprehensive campaign to raise, grow and communicate awareness of the culture of integrity within our client's business. This included a cohesive visual identity: design of a look and feel, video, posters, emailers, infographic, and zoom background. Developed a series of engaging activities to be implemented over a period of six months. To provide guidance, we designed a playbook outlining the campaign activations and strategies better. We will give support over the period of six months where we will administrate and oversee the results of this campaign.

● March 2023

PepsiCo | FMCG

The Pepsico Way

Project Overview and Responsibilities:

To enhance the 7 behaviours of the client's business we did a redesign to "The Pepsico Way (TPW)" PowerPoint presentation and associated materials to streamline information. The goal was to create a more impactful and engaging visual experience that is easily usable and accessible.

EDUCATION

BCom Communication Management

North-West University

2003 - 2007

BA Honours in Corporate Media

North-West University

2003 - 2007



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EMPLOYMENT EXPERIENCE

- March 2022 – August 2022
KykNET, Multichoice Group I Media
Music Scheduler and Specialist
Responsibilities: Schedule long and short forms for one of KykNET’s channels. Build logs for this channel. Approve, coordinate, and upload new music videos for KykNET NOU! to establish a well-organised playlist. Build and maintain relationships with record & production companies, as well as other stakeholders in the entertainment industry.
- January 2020 – January 2022
Baba & Kleuter Magazine | Your Pregnancy & Baby Magazine
Deputy Editor
Responsibilities: Plan, brief and coordinate content to ensure that the latest articles and research are presented to reader. Write articles and features for magazines. Maintain, write and design content for social media for the brands. Design and send out newsletters (Mailchimp) to database.
- January 2010 – February 2022
Nellomedia
Assistant Video Editor
Responsibilities: Prep, sync and offline editing on “Leef jou reis” & “Net Koffie”.
- June 2012 – December 2019
Baba & Kleuter Magazine, Media 24
Deputy Editor
Responsibilities: Liaison between sales, marketing, and editorial departments. Manage production process from concept to final proof. Maintain and load content on the website. Manage the quality of content and presentation of the magazine. Source and create features. Ensure all copy is delivered within stipulated deadlines and to standard. Plan and brief magazine in keeping with the brand values of the title. Maintain and build a community on social media. Design, edit, and coordinate content and video for social media. Ensure magazine advertorials are written within client brief. Translate copy for advertisements and advertorials. Liaise with clients at PR functions.
- Nov 2006 – February 2008
Vetlink Media Solutions
Events Coordinator, Designer, Proofreader
Responsibilities: Website development and maintenance. Planning and execution of functions, workshops, and conferences. Liaise with clients and readers and marketing of magazines. Ensure accurate placement of veterinary articles in veterinarian publications. Coordinate articles and advertisements for publications. Design and layout of different magazines. Responsible for the products from conception to print. Represent publications at launches and related functions.

INDUSTRIES

Marketing
FMCG
Media
Television & Entertainment
Healthcare

TOOLKIT

MS Word	Excellent
MS Excel	Basic
MS PowerPoint	Excellent
SharePoint	Good
Adobe Indesign	Excellent
Adobe Photoshop	Excellent
Adobe Premier Pro	Good
Canva	Excellent

