



CHANTEL EHLERS

Senior Creative Consultant

CONTACT

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SKILLS

internal & external communications

Activations management

Change management & crisis communication

Hospitality & events management

creative design – traditional & multimedia

Brand marketing & project management

ABOUT

Experienced communications and creative professional holding a BA Honours degree in Communications. Over 15 years of dedicated work in fashion, retail, food and beverage industries, specializing in Communications, Employee Engagement, Marketing (Brand and Activations Management), Hospitality, Events, and Change/Crisis Communications Management. Enthusiastic and passionate about connecting with people on various levels. Possesses a positive outlook, tackling challenges by creating something extraordinary from every opportunity that arises.

PROJECT EXPERIENCE

- May 2021 – Current
PepsiCo | FMCG
Creative Communications and Events Development
Project Overview and Responsibilities:
Development of communication campaigns and support to multiple employee engagement initiatives across the business. These campaigns include the design of various forms of communication to suit available internal channels.
- March 2023 – Current
Illovo | FMCG
Change Communications Management
Project Overview and Responsibilities:
Support of the development of a communications plan and various communications elements, as part of the Change Implementation plan for introducing SAP to the business.
- October 2019 – October 2020
Danone | FMCG
Launch of Alpro Plant-Based Milk
Project Overview and Responsibilities:
Co-build and implement local communication strategies to support the objective to lead the PB revolution in SA. Develop activation strategies to drive growth and awareness of Alpro and reach target markets throughout South Africa. Project management to launch innovation pipeline from development to implementation with local and international stakeholders. Creation and management of influencer and PR communication strategies.

EDUCATION

BA Communications
Honours in Tourism Management

North-West University

2002–2005



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EMPLOYMENT EXPERIENCE

INDUSTRIES

FMCG
Marketing
Fashion & Retail
Hospitality & Events

TOOLKIT

MS Word	Excellent
MS Excel	Good
MS PowerPoint	Excellent
SharePoint	Good
Canva	Excellent

● May 2019 – March 2021
Danone | FMCG

Brand Marketing & Innovation Activations Manager

Responsibilities: Building brands with purpose and develop marketing and communication strategies to support this objective.

Develop activation strategies to drive awareness and reach target markets throughout South Africa, whilst building relationships to support growth of brands. Project and relationship management to launch innovation from development to implementation with local and international stakeholders. Creation and management of influencer and PR communication strategies.

● October 2012 – April 2019

Internal Communications Manager

Responsibilities: Develop communication strategies for effective internal communication driving employee engagement. Events and project management to support company growth objectives. Create and implement communication plans to support change management projects. Development of internal and external crisis communication strategies. Management of CSI projects and implementation of Communication and PR strategies.

● October 2011 – October 2012
ZARA SOUTH AFRICA | FASHION

Communications Manager |

Responsibilities: Implementation of Media, PR and Communications Strategies. Management of local launches, store opening events, print and digital advertising strategies as well as all local media relations.

● January 2007 – October 2011
FOOTWEAR TRADING | FASHION

Marketing Coordinator & Group Marketing Manager

Responsibilities: Responsible for managing all marketing and PR related activities across all brands represented by Footwear Trading which included - Diesel, Levi's® Footwear, Skechers and Fila.

Activities include Planning, Conceptualization and Implementation of all above and below the line seasonal marketing strategies across all brands in line with international partnership campaigns.

“ I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel ”

