



MICHAEL WALSH

BRAND STRATEGIST

PROFESSIONAL SKILLS

Problem solving
SEO and Google Analytics
Social media strategy
Marketing
Website development
Corporate Strategic development
Project management
Market research
Budgeting

PERSONAL SKILLS

Creative
Reliable
Organised
Team player
Fast learner
Motivated
Innovative
Empathetic

CONTACT

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ABOUT

Vega Bachelor of Commerce Honours in Strategic Brand Management graduate with over 4 years full-time experience and 3 years part-time work experience. I am excited by the opportunity to develop meaningful brand strategies and always try to exceed expectations. I am an organised and disciplined worker.

WORK EXPERIENCE

BRAND MANAGER

Linden on 4th | Jan 2021 - Current
Reference: Sandi Le Feurve - 082 454 0293

- Social Media Management
- IT support
- Event planning
- Brand strategies and budgeting

BRAND STRATEGIST

Connex Construction | Jan 2018 - June 2021
Reference: John MacDonald - 083 273 4231

- After my first year at Vega I went back to work at Connex Construction (see below) to start putting what I was learning into practice. I worked in the following areas:
 1. Marketing responsibilities & budgeting
 2. Website development
 3. Strategic planning

OFFICE ADMINISTRATOR

Connex Construction | June 2013 - Dec 2016

- After completing Matric, I wasn't sure what to do next so I found an opportunity that allowed me to experience a wide variety of roles in one place.
- I worked as an office administrator doing everything from site deliveries up to assisting with project management. Through this I discovered my passion for marketing and business management.

EDUCATION

BACHELOR OF COMMERCE, HONOURS IN STRATEGIC BRAND MANAGEMENT

Vega University | 2017 - 2020

SHORT COURSE IN DIGITAL MARKETING

University of Cape Town | Jan 2021 - May 2021

ACHIEVEMENTS

Vega Brand Challenge pitch to Crawford School implemented
Crawford & Vega | Oct 2019

Developing Connex Construction's first brand strategy
Connex Construction | August 2018

Assisted in starting Linden on 4th | Jan 2021