



CONTACT

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SOCIAL

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TECHNICAL COMPETENCIES

Digital marketing	████████████████████
Project management	████████████████████████████
Sponsorship analysis	████████████████████████████████████
Event management	████████████████████████████████
Marketing strategy	████████████████████████████

BEHAVIORAL COMPETENCIES

- ✓ Attention to detail
- ✓ Conceptual thinker
- ✓ High degree of organization
- ✓ Relationship building
- ✓ Relating to others
- ✓ Motivated for self-improvement

GERHARD CLAASSENS

CURRICULUM VITAE

PERSONAL STATEMENT

Having worked in the FMCG liquor industry for more than a decade, I have had the privilege to be involved in several campaigns and projects. Through these initiatives, I have expanded my skillset in areas such as marketing, communication, internal and external activations, as well as sustainability.

As a brand-focused creative individual, I consider a holistic approach when it comes to impact marketing. It is my passion to strengthen the bond between sustainability and brands by designing strategies that result in real impact.

WORK EXPERIENCE

Sustainability Officer Distell Ltd | April 2019 - Present

Key responsibilities:

- Assisting marketing teams unify their brand purpose by aligning their brand strategy with the corporate sustainability commitments.
- Developing content, setting up and coordinating projects for internal activation and external communication with the assistance of a PR agency.
- Developing and executing local CSR programs as well as conducting periodic program reviews to assess outcomes and effectiveness.
- Working with marketing and PR teams to drive internal engagement and promote storytelling.

Corporate Social Investment Controller Distell Ltd | February 2016 – March 2019

Key responsibilities:

- Support the development and implementation of CSI/CSR programs across all geographies to ensure concrete results and objectives are achieved.
- Developed and managed all communication plans for promoting the Distell Foundation brand and its role in building a reputation of strong corporate citizenship.
- Worked cross functionally with Group Corporate Brand and Communication to support the Group Brand strategy.
- Co-ordinated and managed the Fleur du Cap Theatre Awards.

Public Relations Officer

Distell Ltd | September 2010 – January 2016

Key responsibilities:

- Conceptualized successful marketing initiatives to drive sales volumes at the J.C. Le Roux Brand Home ensuring that the on and off-con sales became a key driver of overall monthly revenue.
- Developed, managed, and implemented successful product training drives for JC Le Roux, Pongrácz and Nederburg which was rolled out nationally and international.
- Project managed all Brand Home activations from conception through to staging and ensured that the event delivers against set brand objectives.

EDUCATION

2017	Sponsorship Evaluation Marcus Evans
2016	Corporate Social Investment Program Siyakhula Trust
2014	Copy Writing AAA School of Advertising
2010	Wine Certificate Cape Wine Academy
2008	BCom Degree in Communication Management University of Pretoria

ADDITIONAL INTERNAL COURSES

- Brand Management
- Portfolio Strategy
- Integrated Brand and Channel Planning
- Commercial Fluency
- Experience Planning
- Social Media Strategy
- Asset Building
- Analytics and Digital Management
- Search Engine Marketing
- Paid Media

ADDITIONAL ROLES

- 2018 – 2023: External examiner and Steering Committee representative of the Stellenbosch Business School Small Business Academy
- 2018 – 2019: Training Consultant for Bergzicht Training Centre
- 2010 – 2016: Brand Ambassador and Training Manager for JC Le Roux, Pongrácz and Nederburg

NATIONALITY

🇿🇦 South African

EE STATUS

👤 Disabled (Involuntary Muscle Spasm)

LANGUAGES

🗣️ English (Fluent)

🗣️ Afrikaans (Fluent)

REFERENCES

👤 *Nichole Solomons*
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Gerhard is a corporate professional with a creative side, eye for detail and passion for people. He has integrity and holds business accountable. With a flair for marketing and branding, Gerhard is a great communicator and writer. An asset to any team.

Nichole Solomons,
Business and Human Rights Consultant,
United Nations Global Compact