

PERSONAL DETAILS

Name	Inoba Petse
Availability	30 Days
Nationality	South African
Demographic Profile	African Female
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Email	inobasiwundla@gmail.com
Current Remuneration	R84K Monthly CTC

ABOUT

Strategic, results-oriented marketing professional with 13 years of experience in corporate and creative industries. Expertise in driving brand equity, executing impactful campaigns, and fostering customer loyalty through data-driven and creative strategies. Known for establishing Burger King's market presence in South Africa, elevating the brand from 11th position to top three, and developing a robust digital ecosystem. Skilled in cross-functional collaboration, brand positioning, and digital transformation, with a proven record of significant sales growth and consumer engagement.

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ACADEMIC RECORD

SECONDARY EDUCATION

COLLEGIATE HIGH SCHOOL FOR GIRLS, EASTERN CAPE
Matric
2003

TERTIARY EDUCATION

Postgraduate Diploma in Digital Marketing – NFQ 8

Regent Business School, 2023-2024

Higher Certificate in Business Management (Cum Laude) – NFQ 5

Regent Business School, 2019-2020

Diploma in Visual Communication (Honors) – NFQ 6

AAA School of Advertising, 2008 – 2010

KEY STRENGTHS

- **Brand Strategy & Market Positioning:** Designed and executed multi-channel campaigns that positioned Burger King South Africa as a top three fast-food brand.
- **Integrated Campaign Execution:** Orchestrated 360° campaigns combining digital, OOH, and experiential marketing to create a consistent brand image and enhance customer experience.
- **Digital Transformation:** Spearheaded the implementation of a comprehensive digital tech stack, including CRM, CMS, and digital ordering solutions, leading to a 180% increase in app downloads.
- **Team Leadership & Collaboration:** Experienced in coaching cross-functional teams and collaborating with Business Intelligence, Supply Chain, and Development to ensure brand alignment and operational efficiency.
- **Performance Management & Brand Analytics:** Established KPIs for brand health and performance, enabling data-driven adjustments that optimize ROI on marketing investments.

SKILLS & COMPETENCIES

- **Leadership:** Team management, coaching, and fostering a collaborative work environment.
- **Strategic Planning & Analysis:** Budget control, brand audits, and performance metrics.
- **Creative Direction & Campaign Design:** Cross-channel brand integration, multimedia production, and campaign ideation.
- **Digital Marketing & CRM:** Proficient in CRM tools, audience segmentation, and data-driven customer engagement.
- **Cross-Functional Collaboration:** Partnering with Operations, Supply Chain, and Business Intelligence to ensure cohesive brand execution.

PROFESSIONAL EXPERIENCE

Burger King South Africa

Senior Marketing Manager

July 2019 – Present

Key Achievements:

- **Market Transformation:** Joined when Burger King ranked 11th with limited brand equity. Through strategic branding and customer engagement, helped elevate the brand to a top-three position.
- **Sales Growth:** Achieved a 33% increase in Average Restaurant Sales (ARS), showcasing the effectiveness of brand positioning and campaign strategies.
- **Brand Equity Programs:** Integrated the “flame-grilled” identity across all channels, leveraging secondary associations to strengthen positive brand perception.
- **Astro Whopper Campaign:** Led an interactive campaign with web-based engagement that drove a 180% increase in app downloads, a 62% redemption rate, and a 21% rise in incremental sales.
- **Digital Ecosystem Implementation:** Implemented CRM and CMS systems to streamline customer engagement and digital content management. Expanded user base to 1.8 million with 25 million interactions.

Responsibilities:

- Set annual brand strategy, aligning with company objectives to strengthen brand positioning and customer acquisition.
- Led cross-functional collaborations with Operations, Supply Chain, and Development to facilitate seamless product launches and maintain brand consistency.
- Managed budgets and directed campaigns across digital, OOH, and traditional channels, focusing on consumer insights to drive engagement.

Reason for Leaving: Career advancement and remuneration.

Brand Manager

September 2017 - June 2019

Key Achievements:

- **Brand Growth:** Improved Same Store Sales from -40.4% to +10.8% and sustained steady growth thereafter.
- **Consumer Insight-Driven Campaigns:** Utilized comprehensive market research to inform segment-specific campaigns, increasing brand tracker conversion by 11%.
- **Loyalty Program Launch:** Launched a full-service loyalty app that saw high initial engagement, with 15,000 downloads within three days.

Responsibilities:

- Conducted comprehensive market research to understand customer preferences, leading to targeted campaigns that increased brand preference and engagement.
- Developed integrated marketing plans, aligning with brand standards to ensure consistent positioning across touchpoints.
- Managed external agencies and creative teams, ensuring campaigns were locally relevant and globally compliant.
- Monitored and optimized budget allocation for media and creative production, achieving significant ROI through cost-effective strategies.

Senior Graphic Designer

April 2016 - August 2017

Key Achievements:

- **Creative Campaign Execution:** Designed and launched South Africa's first Burger King TVC, leading to a 30% increase in Whopper sales.
- **Innovative Marketing Solutions:** Created region-specific marketing campaigns and activation plans for new restaurant openings, contributing to heightened brand visibility.

Responsibilities:

- Conceptualized and executed creative campaigns to support individual restaurant profitability and traffic growth.

- Developed visually appealing, memorable content for multi-channel marketing, fostering a positive brand image and sustained engagement.
- Collaborated with Marketing and Development teams to ensure adherence to brand standards in new market entries.

Ogilvy & Mather | Geometry Global

Mid-weight Art Director

June 2012 - March 2016

Key Achievements:

- **Rebranding Leadership:** Relaunched Pall Mall and other major brands across Southern Africa, adapting to regulatory “dark marketing” requirements.
- **Award Recognition:** Won D&AD Wood Pencil Award for visual communication and storytelling.

Responsibilities:

- Led creative branding for BAT’s portfolio, navigating regulatory limitations to produce impactful campaigns with unconventional media mixes.
- Oversaw branding for markets in EMEA and SAM, ensuring compliance and brand alignment.
- Designed multimedia assets and managed 360° campaigns, focusing on brand consistency and impactful storytelling.

AWARDS & RECOGNITION

- **Loeries Awards**
 - 2024: Bronze (PR & Media Communication), Bronze (Radio Commercial)
 - 2024: 16 Finalist
 - 2020: Bronze (Print Advertising)
- **Marketing Excellence Awards**
 - 2024: Gold (Digital)
- **Prisms Awards**
 - 2024: Bronze (PR)

- **Effies Awards**
 - 2022: Silver (TV Advert)
- **Assegai Awards**
 - 2022: Gold (Email & CRM)
- **D&AD Awards**
 - 2012: Wood Pencil (Graphic Design)

REFERENCES

Ezelna Jones: Former Marketing Executive (Burger King SA)	+27 (0) 82 770 8785
Craig Wyman: Chief Operations Officer (Burger King SA)	+27 (0) 74 589 8566
Chryzanthia De Waal: Finance Executive (Burger King SA)	+27 (0) 72 253 4734
Stuart Crook: Supply Chain Manager (Burger King SA)	+27 (0) 82 320 7709
Michael Halley: Business Intelligence Manager (Burger King SA)	+27 (0) 84 703 9939
Carmen Schaffers: Project Manager (Ogilvy & Mather)	+27 (0) 82 929 7568

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