

Charmé Botha

Marketing & Design Portfolio



Introduction

About me

My journey began with a Bachelor's degree in Psychology & Tourism Management, where I honed my understanding of human behaviour, marketing strategies, and event management. This academic background has been instrumental in shaping my approach, whether I'm crafting intuitive user experiences, building brand narratives, or executing marketing campaigns that truly connect with audiences.

Over the years, I've worked across diverse industries, from B2B SaaS marketing—where I leveraged LinkedIn for brand visibility, oversaw sponsorships, and managed high-impact campaigns—to event planning and content creation and now my current role as a Digital Marketing Specialist & Designer at Modul University Vienna.

In this B2C-focused environment, I work across SEO, website management, branding, and user experience to create cohesive, customer-centric digital journeys. This role has strengthened my ability to blend creative design with data-driven marketing, ensuring that every touchpoint is both visually compelling and performance-focused.

At my core, I believe in the power of storytelling, not just through words but through design, where every brand element speaks with intention and purpose.



Education



Degree - Psychology & Tourism Management

2017 - 2020

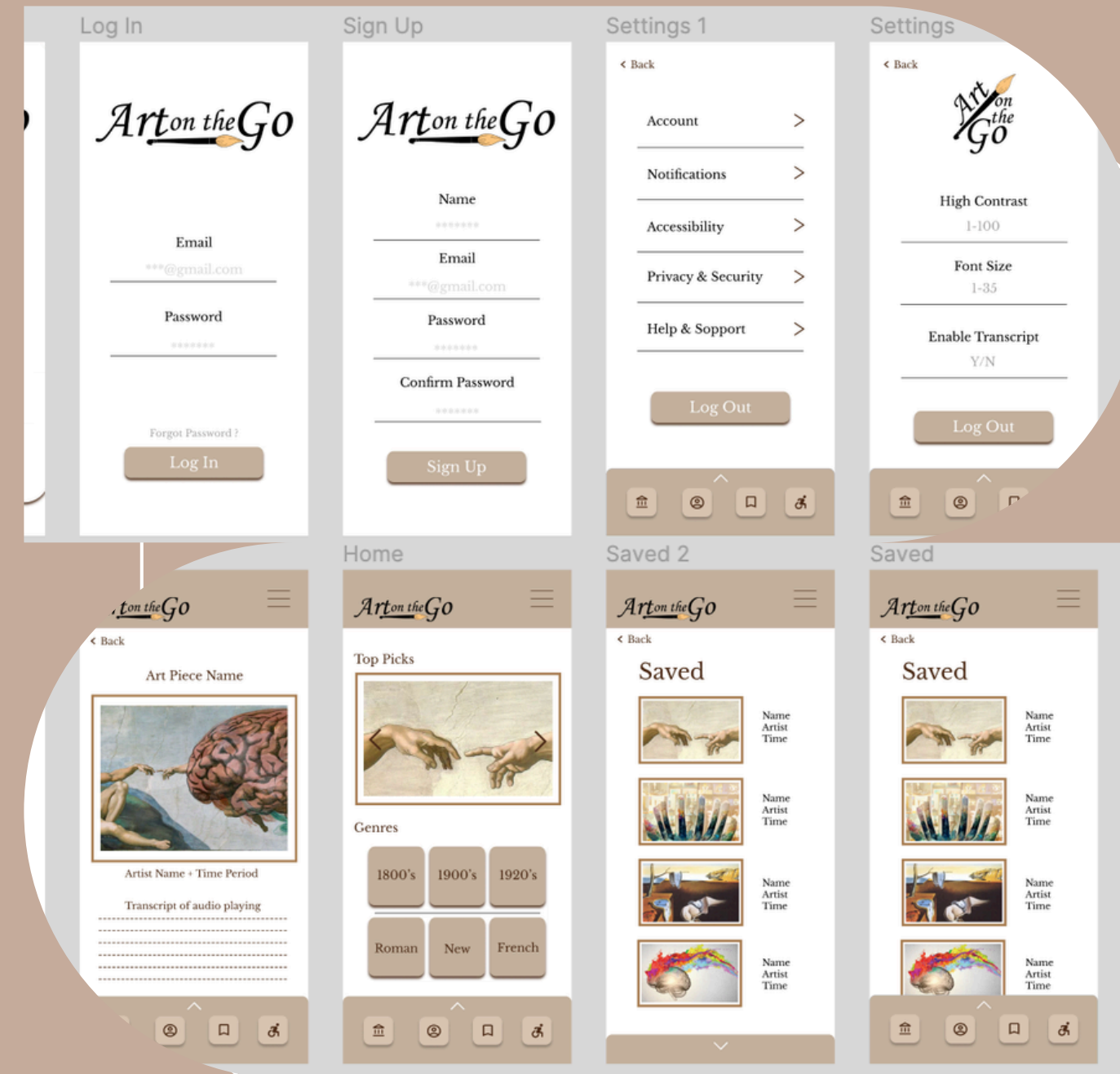
Business Management, Event Management,
Marketing Management, Hospitality Management,
Conflict Resolution, Communication Studies.



Licences & Certifications

2023 - 2025

- Adobe - Content Creator Specialisation.
- Google - Analytics, UX Design, Generative AI, Digital Marketing & E-Commerce Professional Certificate.
- Microsoft - Co-Pilot for Marketing Specialisation.
- HubSpot - Content Marketing, Inbound Marketing, Social Media Marketing, Digital Marketing.
- CalArts - Graphic Design Specialisation.
- LinkedIn - Blender 4.0 Essential Training.
- U of M - UI Design Specialisation.



Work Experience

Marketing & Events

I have five years of formal experience in Marketing and Events, during which I have been involved in nearly all aspects of these fields, including expos, customer events, inbound and outbound marketing, SEO, and market development, among others. Additionally, I have four years of part-time experience as a promoter and event staff in various capacities.

Design

Freelance design has been where the bulk of my skills were built, along with some design work for First Technology that included logo design, corporate profiles and collateral.

I have since been working full time as a designer creating digital and print materials. Everything from posters, one-pagers, roll-ups and banners, to OOH ad placements in the city. I focus on creating high-performing B2C experiences through SEO, UX, and brand-driven design.



Notable Projects

2022



Managed a series of 3 events called connect sessions in order to create more authentic connections between customers and their account managers. I worked with small groups of around 10-20 per session and did events to keep them engaged such as gin making, cocktail mixing and wine tasting. It was a huge hit with all involved.

2023



At this time I started my design journey by creating engaging visuals for my personal brand, designing my own logo and learning how to do mockups and mobile app design. My logo represents the harmony in my 3 most prominent skills, namely marketing, design & events. These elements orbit each other and change to create the perfect combination much like protons.

2024



As a Microsoft partner I was tasked to host an AI event. We called it Navigating the Impact of AI. At this event I doubled the usual amount of attendees and with carefully picked speakers, we gave the audience the best of all worlds, making sure they had an engaging session packed with fun and informative content.

<https://mybroadband.co.za/news/industrynews/494061-unlocking-the-power-of-ai.html>

2025



Starting the year off strong with one of my favourite logo designs. I was tasked to create a pictographic logo that would represent cattle for a farming company, I started off by sending images of real cattle and asking which elements they liked on the animal. From there I started compiling a compelling animal that would be easily recognisable.

Marketing



Marketing and events drive brand awareness, foster customer engagement, and create strategic growth opportunities through impactful communication and memorable experiences.



Microsoft AI Event



Huawei Africa Connect



Year End Functions



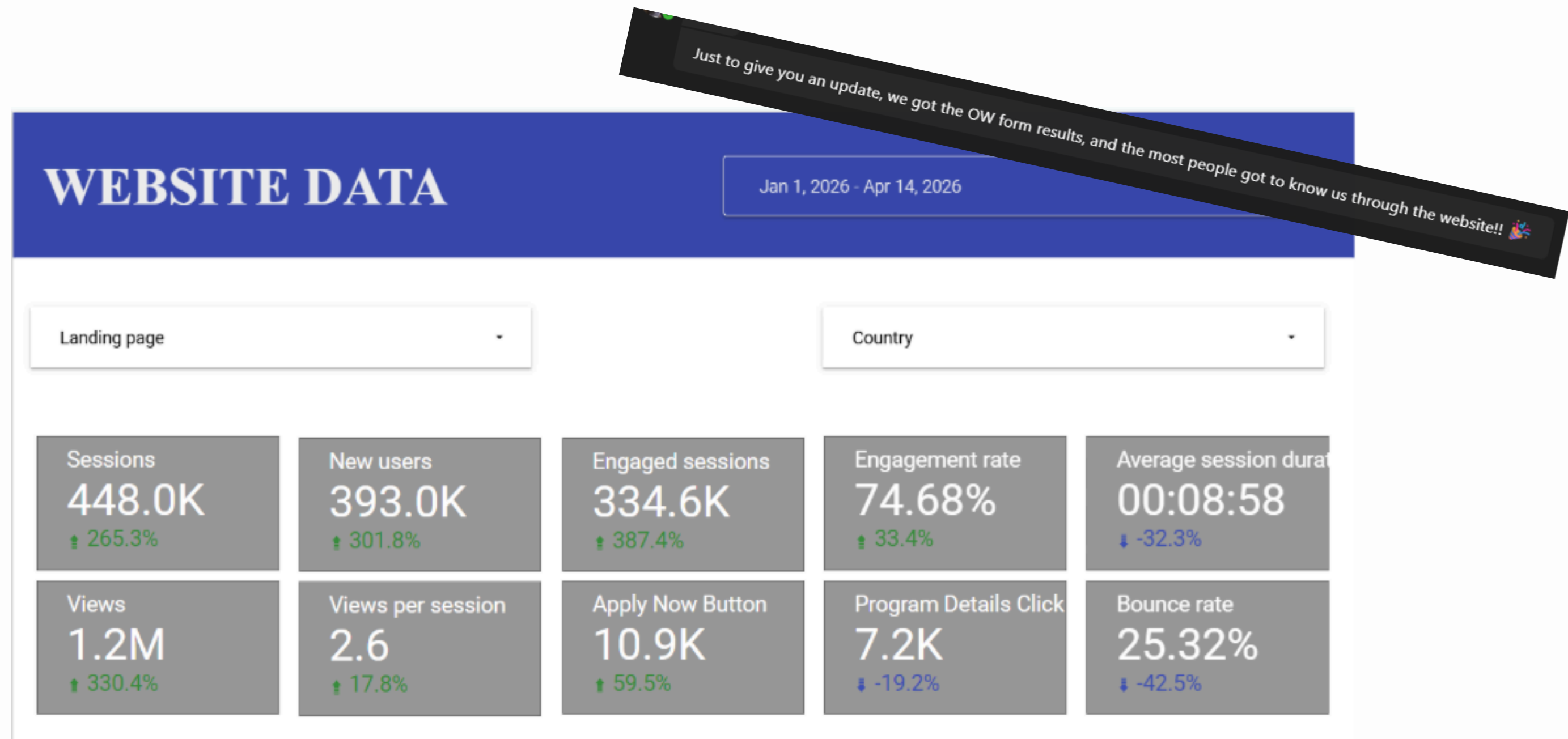
Huawei Innovation Tour



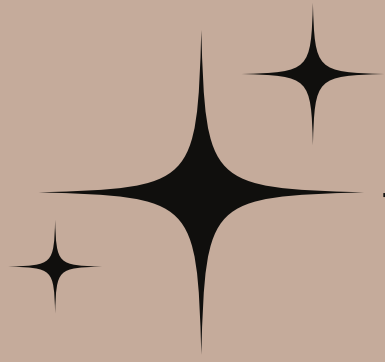
Dell Tech Forum

Digital Marketing - SEO

For the last 6 months I have been tasked to research, analyse and improve not only the look and feel of the website, but also the performance. My recent statistics below speaks for itself. The last 4 months I have grown our presence, ranking, engagement and cta clicks considerably, with an upward trend as the current numbers already compare to the entire years data before I started and we are only 4 months in.



Design



Design enhances brand identity, improves user experience, and communicates ideas visually, creating impactful and memorable connections with audiences.



Vastrap Boerdery



Darling Boba



Loft Orbital



Charm Designs



Solice

Indesign & Figma

OOH AD

A MODUL UNIVERSITY VIENNA MODUL UNIVERSITY VIENNA MO

CHOOSE YOUR VIEW WITH MU

SAME CITY. DIFFERENT PERSPECTIVE.

STUDY 100% IN ENGLISH FROM DAY ONE
SCHOLARSHIPS THAT OPEN DOORS, NOT LIMITS
GLOBAL EXCHANGES THAT LAUNCH GLOBAL CAREERS

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Poster

MU INSPIRE

INNOVATION NIGHT

CITIES AS EXPERIENCES: CULTURE, TOURISM, INNOVATION

WEXLERATE, PRATERSTRASSE 1, 1020

19 MAR 2026

From local cultural gems to global stages like Eurovision, cities are redefining how the world travels.

Join us as inspiring speakers explore how culture, urban design, and creative placemaking drive the future of tourism in cities.

Powered by Modül University Vienna modul.ac.at

Metal Facade

THE TIME OF YOUR LIFE AT MU

VIENNA'S LEADING INTERNATIONAL UNIVERSITY

OFFERS DEGREE PROGRAMS IN:

- International Management
- International Relations
- Applied Data Science
- Tourism & Hotel Management
- Sustainable Development & Management

- A Strong Sense of Community, Shared Purpose & Teamwork
- Small Classes, Accessible Faculty & Mentoring
- Global Network of Students from 75+ Countries
- Industry-Aligned Curricula & Expert Guest Lecturers

VISIT: MODUL.AC.AT

Door Foil

OPEN THE DOOR TO YOUR NEXT BIG CHAPTER

Book a campus tour

Sign up for an MU event

Schedule a call with an advisor

See the admissions steps

One Conversation Could Change Your Career!

contact: recruitment@modul.ac.at

Coffee Label

Modül University Vienna's Hilltop Brew

From a city where coffee is more than a drink - it's a tradition, a culture, and a spark for ideas - comes this carefully roasted coffee, inspired by our university on the hill overlooking Vienna.

Just as generations have gathered in Vienna's coffee houses to debate, discover, and dream, our community blends heritage with forward-thinking vision. Each cup reflects the richness of history and the boldness of innovation - knowledge roasted to perfection.

Enjoy the taste of Vienna's coffee culture, elevated by fresh perspectives from above the city. A coffee for curious minds, for spirited conversations, and for those who believe that progress begins with collaboration...and a cup of good coffee. Rooted in Vienna. Shared with the world.

Roll-Up

MODUL UNIVERSITY
PRIVATE UNIVERSITY VIENNA

INSPIRE. EDUCATE. GROW.

维也纳模都尔大学三大亮点:

- 1 | 香港理工大学双学位
- 2 | 牛津大学联合本科项目
- 3 | 低学费·高品质·就业导向

- 国际化学习体验
在真实的互动课堂中自主学习
- 实践导向·职业发展
让学习与未来职业规划相连接
- 始终以学生为中心
全方位支持, 托举学生综合提升
- 世界宜居城市·安全多元
在包容开放的环境中, 实现学习与生活的自然平衡

在世界宜居之都
开启国际化学习与
探索之旅

MODUL UNIVERSITY VIENNA

MODUL UNIVERSITY VIENNA

MODUL UNIVERSITY VIENNA

Event Booth

Canva

IMBERTECH

Business Company Profile

2024/2025

At ImberTech, we are proud to offer an innovative platform solution that is designed to meet the IT support needs of all businesses. We are committed to helping our clients achieve their business goals by providing them with top-notch IT support services that are both affordable and of the highest standards.

WIN WITH FIRST TECHNOLOGY

SCAN THE QR CODE

4 PRIZES

2x Huawei Freebuds
Alex Varga Backpack
Portland Laptop Bag

FIRSTFLIX

31 OCT | 4 PM

MOVIE NIGHT

AGENDA:

- 16:00-17:00 - Arrival
- 17:00-18:30 - First Technology Pillars of Success & Universal Support
- 18:30-19:00 - Pizza
- 19:00-19:30 - Theatre Demo
- 19:30 - Movie Starts

64 A
Mount street, Bryanston

the crm team | FirstDigital | FirstNet | GALDONDATA | FirstShop | BUI

LET'S GET Groovy

JOIN US TO CELEBRATE

Estelle Darcy is Turning Four!

SATURDAY, 20 MAY 2024
AT 02.00 PM
123 ANYWHERE ST., ANY CITY

rsvp to Maria: 123-456-7890

Software Asset Management

YEAR END SPIV SUBSCRIPTION SALE

30 Oct - 31 Dec 2023

This will be especially beneficial for all customers UNDER 2500 devices

How will it work?

The focus is on Selling Annual Subscriptions (12 M).

The subscription cannot be cancelled once purchased.

Normal Taxes will apply & SPIVs are paid out after the sale of each subscription.

The AM and SAM Consultant will split 50/50.

Earning

Team to Earn:	SPIV - \$1 = R18	50/50 Split
\$250 for annual subs under 1000 endpoints	R4,500.00	R2,250.00
\$500 for annual subs under 2000 endpoints	R9,000.00	R4,500.00
\$1,000 for annual subs above 2000 endpoints	R18,000.00	R9,000.00

SKU, Devices, Pricing (12M)

Earn \$250

BBOX-499-12 (250-499 Devices)

- R 61,776.00 Ex VAT
- BBOX-999-12 (500-999 Devices)
- R 120,458.00 Ex VAT

Earn \$500

BBOX-1499-12 (1,000-1,499 Devices)

- R 166,790.00 Ex VAT
- BBOX-1999-12 (1,500-1,999 Devices)
- R 216,216.00 Ex VAT

Earn \$1,000

BBOX-2499-12 (2,000-2,499 Devices)

- R 262,548.00 Ex VAT
- BBOX-2999-12 (2,500-2,999 Devices)
- R 288,626.00 Ex VAT

THIS SPIV COMES FROM A DIFFERENT PRICELIST AND IS OUTSIDE THE PARTNER PROGRAM LICENSES

FIRST TECHNOLOGY GROUP GIVEAWAY ANNOUNCEMENT

1ST Bolkanya Bontsi

2ND Tshapiro Bokaba

3RD [Prize]

4TH [Prize]

#CONGRATULATIONS

Congratulations to all the winners who participated in the #Business Africa Connect giveaway!

https://www.firsttech.co.za/

Save THE DATE

YEAR END FUNCTION

FRI | **DEC 13** | 12:00 | 2024

FORMAL INVITATION TO FOLLOW

First Technology NATIONAL (PTY) LTD

INVITATION TO Strategic Sales Conference

ACCOLADES BOUTIQUE VENUE
72 DALE ROAD, MIDRAND

AGENDA :

- 8:30 - 10:00 ARRIVAL & BREAKFAST
- 10:00 - 11:00 FIRST DIGITAL
- 11:00 - 11:20 BREAK
- 11:20 - 12:00 BARRY NEETHLING
- 12:30 - 13:30 LUNCH
- 13:30 - 14:30 WYNAND ROOS
- 14:30 - 15:30 GALDON DATA
- 15:30 - 17:00 COCKTAIL EVENT

RSVP HERE BY 28 MARCH

11.04.2024

Vision

- I am passionate about crafting compelling brand identities, elevating marketing strategies, and designing impactful visual experiences.
- I aim to create innovative and meaningful connections between brands and their audiences.
- My long-term goal is to continually refine my expertise in design and marketing while embracing new technologies and industry trends to drive engagement and growth.
- I aspire to contribute to forward-thinking teams where creativity, strategic planning, and data-driven insights come together to shape the future of brand storytelling.



Soft Skills

I excel in problem-solving, approaching challenges with a strategic mindset and a keen ability to identify effective solutions. My strong time management skills allow me to efficiently prioritize tasks, ensuring that projects are completed on schedule without compromising quality. Additionally, my communication skills enable me to collaborate effectively with teams, clients, and stakeholders, ensuring clarity, alignment, and seamless execution of ideas.

91%

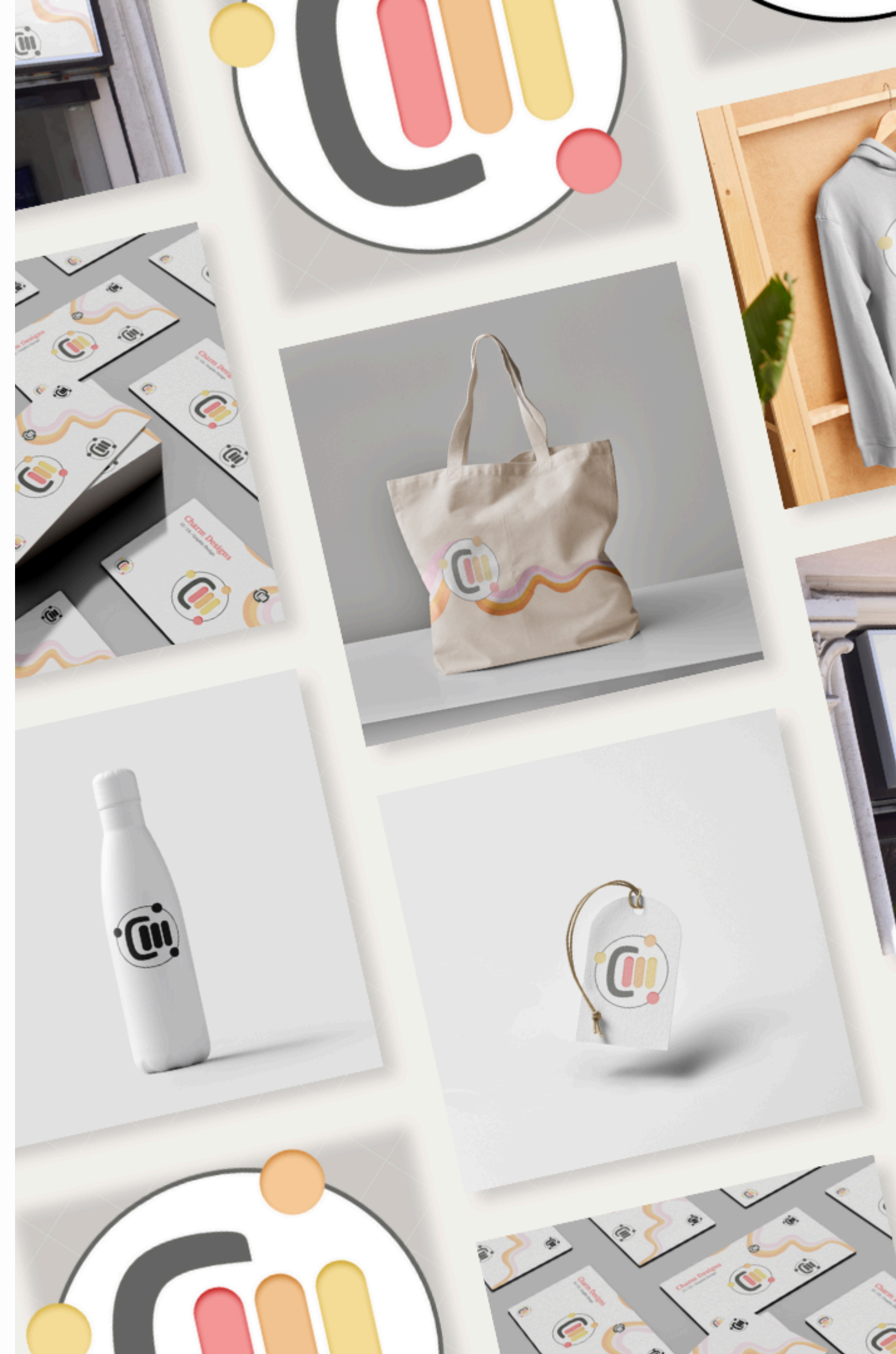
Problem Solving

87 %

Time
Management

82%

Communication





Jennifer Meggersee

Business Unit Manager

Full letter available: [Click Here](#)

“I found Charmé highly skilled in her qualification. Once given the brief she would action the required activity with little intervention or hand holding required.”

“Her attention to detail at events and willingness to learn about our products in order to be more effective in her role seemed to be effortless for her.”

“I found her ability to adjust to personalities in the situation very mature.”



Petrumarié Jacobs

Business Development Manager

Charmé has a knack for understanding technical concepts in record time. She has a team-first approach and is always willing to help. She is a strategic thinker and always seeks solutions to move projects forward. Charmé is extremely creative and career-driven which helps her achieve both professional and personal goals.



Zen-Lee Groenewald

Marketing Manager

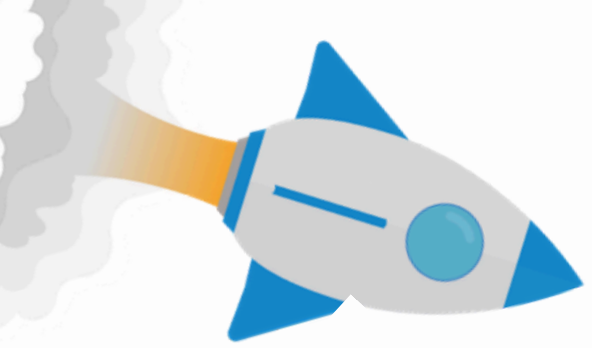
Charmé consistently demonstrated a strong ability to learn quickly and adapt to new challenges. Her keen eye for design played a significant role in enhancing our marketing materials, and her creativity added great value to our campaigns. She worked well both independently and as part of a team, contributing valuable insights and ensuring that tasks were completed efficiently. Her ability to manage her responsibilities with minimal supervision made her a reliable and trusted team member.



Kristen Padayachee

Project Manager

Charmé has a very upbeat personality and follows through with tasks till completion. Throughout my years of working with her I noticed that she is observant and pays attention to detail. She is also proactive and always goes beyond what is expected of her. She has great work ethic and is very trustworthy.



WVS



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Software Asset Management



Software Asset Management

Software Asset Management