



# LYNDON JULIUS

## CONTACT DETAILS

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Based in Kuils River  
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## EDUCATIONAL HISTORY

### ONGOING EDUCATION

Social Media Marketing and  
SEO optimisation

### 2012 UNISA

BSc Life Sciences  
Botany & Microbiology

### 2004 - 2007 STELLENBOSCH UNIVERSITY

BSc Life Sciences, Botany &  
Microbiology

### 2003 GORDON HIGH SCHOOL

Matric

## PUBLICATIONS I'VE BEEN PUBLISHED IN

Cape Argus  
Cape Times  
Die Son  
District Mail  
Helderberg Gazette

SuperSport

## ABOUT ME

I am a driven, yet balanced individual focused on growing in all areas of life. I work smart but am fully aware that working smart doesn't always replace hard work - something which I am well accustomed to. I am comfortable working on my own and am an efficient role player when placed within a team. Along with my optimism and cheerful nature I can offer your organisation work experience in Administration, Public Relations, Marketing, Packaging, and a strong love for writing and extensive experience in this regard. In addition to this, my experience comes with meticulous administrative and organisational skills.

## PERSONAL DETAILS

Surname:	Julius
Full Name:	Lyndon
Date of Birth:	27 September 1985
Gender:	Male
EE Candidate:	Yes
Marital status:	Married
Dependants	Two
Driver's License	Code 08
Own transport:	Yes, own reliable vehicle
Nationality:	South African
Language proficiency:	Afrikaans and English (Fully Bilingual)
Criminal offences:	None

## ACHIEVEMENTS

City of Cape Town Award - Sports journalism  
Media24 Award - 2022 Innovator Of The Year

## SKILLSET

- Advanced Microsoft Office skills
- Event Co-ordination
- Media management
- Public relations
- Public speaking
- SharePoint Online proficient
- Social media management
- Sound administration skills
- Writing

## INTERESTS

- Club Rugby
- Golf
- Local travel
- Reading
- Spending time with family
- Theatre
- Writing

## BRANDS I'VE WORKED WITH

- Amarula
- Die Son
- District Mail
- Durbanville Hills
- Fish Eagle
- Fleur du Cap
- Flying Fish Beach Volley Ball Series
- Klipdrift
- Nederburg
- Olof Bergh
- Richelieu
- Savanna
- Sedgewicks Old Brown
- Stellenbosch University
- Two Oceans
- University of Western Cape
- Varsity Cup
- Varsity Sports



## EMPLOYMENT HISTORY

### JULY 2019 TO PRESENT

#### GROUP DIGITAL AND CONTENT MARKETER

- Assist the entire sales team in generating more income
- Champion marketing events and trade exchanges with clients, both internal and external
- Compile and deliver accurate monthly management reports for all Boland Media and WP publications.
- Generate copy and scripts for voice-over artists for all marketing events, both internal (own) and external (in partnership)
- Generate fresh and engaging copy for the digital and print advertising campaigns
- Generating new business. by targeting and/or identifying new advertisers
- Generating new marketing opportunities
- Grow WP and Boland Media social media following
- Grow the WP and Boland Media publications' engagement on social media
- Identify and successfully execute events or social media projects to generate additional income
- It can either be an existing event or something completely new
- Liaise with third-party content creators on the best angle to execute the most engaging content, i.e. video, copy for social
- Submit and generate press releases for campaigns that are done in conjunction with client events
- Supportive role in helping sales-force with challenges that their clients are facing
- Visit clients with sales representatives, identify their needs and generate fresh new ideas to boost their sales and the media posts, and accompanying artwork.

### AUGUST 2017 TO JUNE 2019

#### GENERAL MANAGER AT WESTERN CAPE PROVINCIAL SPORTS CONFEDERATION

Liaising with the WCPSC Secretary on administrative matters

- Report to the treasurer on financial matters as required
- This position deals with highly sensitive information; hence confidentiality of all information is of paramount importance
- In liaison with the President/Vice President compile agendas of all meetings
- Attend all Exco/Manco and general meetings and take accurate and detailed minutes
- Accurate record-keeping; actioning and filing of all decisions taken
- Compile and maintain a complete database of all sporting bodies and relevant service providers
- Report writing, reconciling reports from various sources, projects, etc
- Calendar management of events and reconciliation thereof
- Maintenance of WCPSC's policies, rules and regulations and constitution
- Staying abreast with the selection criteria in line with SASCO and National and Provincial Federation Bodies
- HR management of 800 coaches
- Planning and arrangements of commissions – all events
- General logistics pertaining to team travel and management thereof
- Continuous liaisons with commissions, affiliates and other sporting bodies
- Federation content and contact for media and TV purposes
- Monitoring of all MOU and project budgets and implementation as well as monitoring of operational expenses and monthly budgets

### JULY 2016 TO AUGUST 2017

#### PUBLIC RELATIONS OFFICER AT ASEM ENGAGE

My responsibilities included, but were not limited to:

- Media liaison
- Press release and multi-media content creation
- Media liaison, including dissemination of release, match reports, and multi-media content
- Content creation, including press release writing, multi-media content creation, and social media management
- Analysing media coverage – monitoring, building, and maintaining relationships with both local and national media and following up with members of the media to track and ensure client placement
- Maintaining and nurturing excellent relations with all media
- Research & identify top influencers, competitors, and trends in clients' industries using best practice

CONTINUED.

## EMPLOYMENT HISTORY

### MARCH 2016 - JUNE 2016

#### TEAMTALK MEDIA

- Meeting deadlines on stories published
- Ability to look at a story from all angles for the best possible one with accuracy and with speed
- Being able to multitask on more than one digital platform and websites
- Accuracy when publishing stories and reports
- Pushing out an average of 10 (ten) stories per 8-hour shift, per day
- Assisting with editorial aspects of the website including live commentary, match coverage as well as other syndication work
- Able to work on CMS and WordPress
- Editing and cropping of images to fit required format of different publications

### DECEMBER 2014 - FEBRUARY 2016

#### PROJECT CONTROLLER AND MARKETING SUPPORT AT DISTELL LTD

- Deciding on gifting items in conjunction with brand manager
- Meeting with gifting supplier to negotiate the best price
- Design packaging to speak to the target market of the brand
- Brief photographer on product shots for gift pack catalogue
- Provide overall input to Supply Chain (including suppliers, production, and logistics)
- Responsible for personal improvement and skills development, as well as contributing to the team's objectives
- Effective and efficient management of administrative requirements for gifting projects
- Build and develop effective relationships with internal and external stakeholders
- Provide project administrative support to the Development Project Managers: Gifting, to ensure on-time delivery of all SA gifting projects as per business requirements

### AUGUST 2012 - NOVEMBER 2014

#### PACKAGING ANALYST AT DISTELL LTD

- Maintain Quality Management Systems (QMS) documentation
- Conduct quality audits on all dry goods needed for production as well as holding stock
- Assisting with project management
- Performing HACCP team member duties
- Performing relevant administration
- Achieving product quality
- Successfully achieving agreed business plan initiatives within the Quality Control department
- Contributing towards innovation and business improvements
- Complying with service level agreements in order to keep internal customers informed and satisfied
- Coordinating external supplier-client relationship meetings and presentations on product satisfaction
- Active participation in Mini-Business activities (MDWT)

### REFER TO LINKEDIN PROFILE FOR PREVIOUS POSITIONS HELD

## REFERENCES

Available on request