

MARIAN ARENDSE

Cape Town, South Africa · +27 83 400 1006 mjarendse2@gmail.com [LinkedIn Profile](#)

Copywriter at Capitec Brand Design Studio | Expertise in Brand Marketing, Brand Management, Team Management, Client Journey & Experience

PROJECT MANAGER, BRAND & COMMUNICATIONS, CAPITEC (Cape Town)

March 2025 – June 2025

- Lead multi-channel trust-building campaign across TV, radio, podcast & digital platforms
- Coordinate internal stakeholders, creative & media agencies for seamless execution
- Manage project timelines, budgets & delivery to align with brand strategy
- Track campaign performance with measurement partners and drive optimisations
- Project managed Capitec's annual financial results presentation and media event, as well as the AGM
- Systems: Wrike, ChatGPT, Confluence

CREATIVE COPYWRITER, BRAND DESIGN STUDIO, CAPITEC (Cape Town)

June 2023 – Present

- Develop positioning, messaging, and campaign elements for new and existing products
- Collaborate with designers and stakeholders on ATL & BTL digital campaigns
- Ensure brand tone consistency, advising on language and terminology
- Lead copywriting efforts, working with designers, UX, L&D, and agencies
- Systems: JIRA, Wrike, ChatGPT, Grammarly, SAP

SENIOR COPYWRITER, B2B & B2C MARKETING, PRAGMATIC PLAY (Romania)

MAY 2022 – April 2023

Write and manage copy for the Social Tournaments website, B2C & B2B communications, and PR editorials for Pragmatic Play affiliates. Lead a team of 3 copywriters and 1 web designer.

- Write and manage copy for marketing campaigns, PR, banners, blogs, and reviews for B2B & B2C
- Optimize content with SEO strategies and keyword research
- Oversee editorial calendar, content planning, and scheduling
- Handle customer communications, including crisis management and PR
- Manage content uploads to Social Tournaments website and email scheduling via SendGrid
- Lead team management, performance reviews, reporting and quality control
- Systems: SendGrid, Trello, ChatGPT, Grammarly

COPYWRITER, BETWAY OPERATIONAL SPECIALISTS AND ANALYSTS, DIGITAL OUTSOURCE SERVICES (Cape Town)

AUGUST 2020 – APRIL 2022

- Junior Management Role: Led a team of 6 copywriters

- Created and managed copy for Betway FAQ sites, customer chat systems, and CRM emails
- Collaborated with the Creative Team to align content with design
- Developed concepts, articles, and marketing copy while ensuring brand consistency
- Managed deadlines, quality control, and stakeholder consultations
- Tracked content performance and documented policies, processes, and procedures
- Identified efficiency improvements and implemented solutions
- Worked cross-functionally with Translations, Development, and other teams
- Planned, executed, and communicated project updates to stakeholders
- Provided training and support to stakeholders and senior management
- Systems: Tableau, JIRA, Trello

BRAND MARKETING MANAGER DIGITAL OUTSOURCE SERVICES (Cape Town)

AUGUST 2019 – JULY 2020

- Managed e-commerce operations and stakeholder relations for Voglia di Vincere, an Italian online casino
- Led customer segmentation using third-party tools
- Identified and implemented market trends, projects, and best practices
- Oversaw digital and email marketing campaigns, including promotions and CMS updates
- Analysed performance metrics to ensure ROI and financial alignment
- Drove rebranding initiatives to support business growth
- One marketing lead reporting to me in this role
- Assigned with the onboarding of new leads
- Systems: JIRA, SendGrid, WordPress, Trello, ATOM

CUSTOMER ENGAGEMENT SPECIALIST, DIGITAL OUTSOURCE SERVICES (Cape Town)

JANUARY 2019 – JULY 2019

CSAT survey data analysis, to optimize processes and operations, to better the customer journey for Betway UK and rest of world.

- Pulled, cleaned, and analysed customer data to generate reports for marketing managers.
- Identified customer pain points and recommended process improvements.
- Managed crisis communications, crafting real-time responses for the customer service centre.
- Led special projects for the Managing Director of Betway (International), analysing niche customer queries.
- Supervised a team of 4 specialists, overseeing performance, daily tasks, and professional growth.
- Ensured efficient team operations, addressing concerns and optimizing workflow.

EDUCATION

FEB 2019 – NOV 2022 - COMPLETE

DIPLOMA: MARKETING, CAPE PENINSULA UNIVERSITY OF TECHNOLOGY

- Top of the faculty in Business Communication in year 1
- Top 10% of students within a 5-year period, for Statistical analysis
- Top 5 students in end-to-end marketing campaign run with Reebok South Africa and Black Wolf Marketing Agency Graduation April 2023
- Distinctions: Business Communication, Consumer Behaviour, Business Computer Applications, Accounting
- Certifications: Fundamentals of digital marketing, Marketing psychology and consumer behaviour