



jeanine van aswegen

I am a multidisciplinary Art Director with experience in developing campaign concepts across multiple platforms. I translate strategic ideas into clear, compelling visual narratives, ensuring consistency of message and craft across all touchpoints, from concept through to execution. Known for my reliability under pressure and a strong commitment to craft and clarity, I'm collaborative, solutions-focused, and confident in guiding teams while keeping projects on track.

INFO

ID 8504150058082

NATIONALITY South African

FIRST LANGUAGE Afrikaans

OTHER LANGUAGE English

DRIVERS LICENCE Code 8

EDUCATION

MATRICULATED 2003

Noordheuwel High School

CTU 2005

Graphic Design

Part-time

VEGA 2010

Intermediate Photography

Part-time

CODP 2014

Advanced DSLR Videography

Part-time

**RED & YELLOW CREATIVE
SCHOOL OF BUSINESS
2018**

Diploma in Digital Marketing
(NQF 7 Diploma)

Part-time

SNAPSHOT OF EXPERIENCE

ART DIRECTOR | LimelightSA

MARCH 2017 - PRESENT

- 4 years at senior level
- 9 years as Art Director
- Experience in B2C sector specialising in FMCG marketing

SENIOR DESIGNER | Bosasa Ekayamedia

FEBRUARY 2016 - MARCH 2017

- 1 year at senior level
- Experience in the B2B sector specialising in precious metals, security and technology

MEDIA & MARKETING MANAGER | Rhema West

JULY 2012 - JANUARY 2016

- 2 years at midweight level
- 2 years at senior level
- Experience in the non-profit sector specialising in community-centric marketing

MIDWEIGHT DESIGNER | Apula Advertising

JULY 2006 - JULY 2012

- 2 years at junior level
- 4 years at midweight level
- Experience in the B2C sector specialising in mobile technology, events and the music industry

JUNIOR DESIGNER | Elmwood media

AUGUST 2005 - JUNE 2006

- 1 year at junior level
- Experience in events & B2C marketing specialising in events