

Layla Loots

MARKETING EXECUTIVE

PROFILE

I am a passionate, forward-thinking, and hardworking individual who enjoys solving problems. I take every challenge that comes my way head-on and complete it full-heartedly. I make sure to do the task at hand right the first time. I am willing to learn as knowledge is the key to growth.

JOB EXPERIENCE

I have over 5-years' experience in marketing, strategy & client services
Continue to page 2 for a detailed insight into my job experience

CONTENT EXECUTIVE | Institute of Directors | 12-month fixed term |

June 2021 - date

Design, Email Marketing, Social Media Management, Reporting, Strategy, Teamwork, Video Editing Website Management

NATIONAL MARKETING EXECUTIVE | Rydges, QT, Juicy Snooze & Atura New Zealand | Nov 2020 - May 2021 | (Internal Promotion)

Brand Management, Creative - Copywriting & Design, Marketing, Photography & Editing, Reporting, Social Media, Strategy, Teamwork, Video Editing, Website management

MARKETING EXECUTIVE | Rydges Wellington & Portlander | Nov 2019 - Oct 2020

Brand Management, Creative - Copywriting & Design, Event Planning, Marketing, Photography & Editing, Reporting, Sales, Social Media, Strategy, Teamwork, Website management

ACCOUNT MANAGEMENT | KingSt Advertising | May 2019 - Oct 2019

Client services, Creative, Marketing & Strategy, Project Management, Teamwork

JUNIOR DIGITAL STRATEGIST | Sprout Performance | Oct 2018 - Mar 2019

Client services, Strategy, Reporting, Teamwork

MEDIA ANALYST & STRATEGIST | JCDecaux Africa | Aug 2017 - Sep 2018

Creative, Leadership, Marketing & Strategy, Project Management, Teamwork

ACCOUNT EXECUTIVE | HiCare World Advertising | Jun 2016 - Jul 2017

Client services, Creative, Project Management, Teamwork

GRAPHIC DESIGNER | Black Khaki Communications | Jan 2016 - May 2016

Client services, Creative, Teamwork

SKILLS

PERSONAL

Eccentric | Futuristic | Friendly | Open-Minded | Passionate | Team player | Trustworthy

PROFESSIONAL

Accountability | Action- and Goal-Orientated | Creative Problem Solver | Fast Learner | Versatile | Strategic

PROFICIENCIES

ADOBE: InDesign | Illustrator | Photoshop | After Effects | Premier Pro | Lightroom

MICROSOFT: Office | Word | Powerpoint | Excel

SOCIAL: Ads Manager | Hootsuite | Mailchimp | Survey Monkey

WEBSITE: Wix | Wordpress | Silver Stripe | Squarespace

CRM: Netsuite

PERSONAL INFO

📍 Te Aro, Wellington, NZ

✉️ laylaloots@gmail.com

🌐 www.laylaloots.com

LANGUAGES

ENGLISH: Fluent in speak, read & write

AFRIKAANS: Fluent in speak, read & write

EDUCATION

Annual Media Planning Workshop
2018 | AMASA

BA Honours in Strategic Brand Communications
2016 - 2017 | Vega School of Brand Leadership

BA in Creative Brand Communications
2013 - 2015 | Vega School of Brand Leadership

Public Relations Certificate
2012 | Varsity College

Matric / Year 13
2007 - 2011 | Wonderboom High School

VOLUTEERING

2021:

New Zealand Esports Federation

Women's sub-committee member

ACHIEVEMENTS

WORK

2020 Employee of the month - April 2020 | under 6 months working for Rydges Wellington

Internal promotion - National marketing role within one year of working for Rydges

ACADEMICS

2015 Vega Top Achiever by Qualification | BA in Creative Brand Communications

2014 Silver Pending Award - Print Communication Design

2011 Top Visual Communications Student of the Year

SPORT

2017 RSA Women's National Ice Hockey Assistant Team Manager

2007 Provincial golf team

HOBBIES



Gaming



DnD



Crocheting



Drawing

CONTENT EXECUTIVE

Institute of Directors | Wellington, NZ | 12-month fixed-term | June 2021 - date

This role consists of:

Brand Management

Ensure the brand is represented accurately throughout all customer touch points

Design

Email signatures
Email marketing creative

Email marketing

Weekly newsletter creation and management

Reporting

Bi-weekly reporting on digital stats (email marketing and social media) for senior leadership team
Google Analytics: Website traffic ad sources, session duration, and analysing time spend on website and pages, click through rates, bounce rates etc.

Social media

Content planning & strategy
Content creation: LinkedIn, Facebook, Twitter & Instagram

Strategy

Social media analysis and strategy
Email marketing strategy
Podcast strategy

Teamwork

Work closely on a daily basis with:
8 Branch managers across New Zealand
Internal brand, marketing and communications team

Website

Silverstripe website management:
Create landing pages for articles, events, courses etc.
Update the website with any new information

NATIONAL MARKETING EXECUTIVE

Rydges, QT, Juicy Snooze & Atura New Zealand | Wellington, NZ | Nov 2020 - May 2021

This multifaceted role consisted of:

Brand Management

Ensure the brand is represented accurately throughout all customer touch points
Manage relationship with NZME

Marketing

Campaigns creation, planning, roll-out & management
Pre-hotel & post-hotel opening marketing activities
Create content for national EDM
Upload any hotel related offer to Tourism NZ website

Social media

Content planning & strategy
Content creation: Facebook & Instagram posts & stories
Community Management - respond to:
Facebook: posts, messages on all Rydges & Atura channels
Instagram: Direct messages on Instagram
Reply to guests on Instagram stories

Creative

Design:
Collateral for all hotel, restaurant & bar outlets across New Zealand:
Posters, Flyers, Social media content, EDM content, Video content, Email Signatures
Menus: Breakfast, lunch, dinner, dessert, kids, bar, wine list and room service and for special events such as: Christmas, Valentine's Day, Private Dining: Set menus & grazing table, Conference & Events Kit, Wedding Kit, Print Ads, Digital banners

Copywriting

Posters, Flyers, Social media, EDM, Website copy

Photography & Editing of Images

Corporate head shots
Food photography
Event photography

Website

WordPress website management:
Create landing pages for campaigns & hotel offers
Update the website with any new information such as menus, new events, opening hours etc.

Reporting

Monthly reporting on digital stats for management team
Google Analytics: Website traffic ad sources, session duration, and analysing time spend on website and pages, click through rates, bounce rates etc.
Facebook Insight:
Social media stats: sources of likes & follows
Recommendation rates
Post engagement
Campaign reporting - during and after campaign

Teamwork

Work closely on a daily basis with:
National marketing team based in Auckland
Head office team - based in Australia
General Managers of each hotel
Director of Sales for each hotel
Team members of respective hotel for any marketing collateral

MARKETING EXECUTIVE

Rydges Wellington & Portlander | Wellington, NZ | Nov 2019 - Oct 2020

This multifaceted role consisted of:

Brand Management

Respond to reviews: Google | Tripadvisor | Facebook
Partnership management: Hurricanes | NZME | Wellington Racing Club | Gazley | Life Flight
Ensure the brand is represented accurately throughout all customer touch points

Marketing

Promote: Hotel campaigns, Private dining for Portlander, Portlander Events
Create and share EDM on Mailchimp to a database of 6K
SurveyMonkey:
Create restaurant surveys, collect data, and report on insights to management.
Share Portlander private dining feedback form with guests, collate data and share insights with management.
Competitions: From ideation to competition roll-out
Manage loyalty program for Portlander restaurant

Social media

Content planning & strategy
Content creation: Facebook & Instagram posts & stories
Community Management - respond to recommendations, posts, messages on both Portlander and Rydges Wellington
Direct messages on Instagram
Reply to guests on Instagram stories and continue the conversation
PRIME Club group management - interact with loyalty program members on exclusive Facebook group

Creative

Design:
Collateral for Portlander, Rydges Wellington, Rydges Latimer Christchurch & Bloody Mary's Restaurant in Christchurch:
Posters, Flyers, Social media content, EDM content, Video content, Email Signatures
Menus: Breakfast, lunch, dinner, dessert, kids, bar, wine list and room service and for special events such as: Christmas, Valentine's Day, Private Dining:
Set menus & grazing table

Copywriting

Hotel signage, Posters, Flyers, Social media, EDM, Website copy

Photography & Editing of Images

Corporate head shots of staff & team member of the month
Food photography
Event photography

Website

WordPress website management:
Update the website with any new information such as menus, new events, opening hours etc.
Track voucher purchases

Event Planning

Plan, develop and manage events for the restaurant such as:
Bottomless brunch event
Father's Day event
Masterclass events | special events for loyalty program members
Melbourne Cup | Life Flight
Christmas
Downtown Shakedown

Sales | Private Dining

Liaise with guests that want to book an event
Meet with guests that want to view the space
Communication with guests until a final booking has been made
Liaise with the internal team and manage the booking (food & beverage team)
Flower arrangements: Create flower arrangements and ensure the private dining space looks aesthetically pleasing and to a top standard
Print menus in-house for private dining
Meet and greet on the day
Follow up with event experience afterward through survey feedback

Printing

Internal:
In-house printing of:
Menus: Breakfast, lunch, dinner, dessert, kids, bar, wine list, and room service
Bar menu inserts - for any promotions & events
Posters, signage, flyers
Anything hotel and restaurant related

External:

Get quotes
Create PO's
Send to print
Check files and printing

Reporting

Monthly reporting on digital stats, for management on both Portlander & Rydges Wellington
Google Analytics:
Website traffic ad sources, session duration, and analysing time spend on website and pages, clickthrough rates, bounce rates etc.
Facebook Insights:
Social media stats: sources of likes & follows
Recommendation rates
Post engagement
Loyalty program monthly reporting
Accrual & redemption in the restaurant

Teamwork

Work closely on a daily basis with the food & beverage team:
Food & beverage manager & Executive Chef
Supervisors, waiters, bar staff & kitchen team

Work closely with the hotel team to best achieve goals outlined in KPI's:
Head of Department | Duty managers | Concierge | Guest service agents
Help the team where and when needed

ACCOUNT MANAGER

KingSt Advertising | Tauranga, NZ | May 2019 - Oct 2019

This multifaceted role consisted of:

Client services

- Attending client meetings
- Writing contact reports to give the client an outline of the meeting
- Creating cost estimates and purchase orders
- Managing client expectations

Creative

- Brainstorming ideas for campaigns/projects
- Copywriting
- Proofreading artwork/campaigns before sharing with client

Marketing/Strategy

- Writing marketing plans for clients
- Identify and create strategies for potential campaigns relevant to the client
- Pitch strategies to clients

Project Management

- Creating cost estimates and purchase orders
- Overall project management of campaigns from start to finish
- Putting together and sharing project timelines with clients
- Billing clients upon final deliverables achieved
- Risk management
- Problem-solving

Teamwork

- Working closely with the design/media team from start until the end of the project
- Organise team get-togethers

JUNIOR DIGITAL STRATEGIST

Sprout Performance | Johannesburg, RSA | Oct 2018 - Mar 2019

This multifaceted role consisted of:

Client services

- Attending client meetings
- Compiling a client-ready presentation outlining the insights gathered on each campaign

Strategy

Compiling digital strategy proposals for clients that include (but not limited to):

- competitor analysis
- target audience research
- customer journey
- insights gathered from research

Channel strategy for search, display, and social media platform. Social media platforms include but are not limited to Facebook, Instagram, Twitter, and YouTube

Reporting

- Weekly performance reporting on social media campaigns

MEDIA ANALYST & STRATEGIST

JCDecaux Africa | Johannesburg, South Africa | Aug 2017 - Sept 2018

This multifaceted role consisted of:

Creative

Brainstorming outdoor media ideas with the sales team - including gorilla media ideas

Strategy

Compiling outdoor media strategy proposals
Media synergy strategy proposals for clients
Analysing the media environment, client and competitor ad spend and data to identify the gap in the market

Teamwork

Work with management on proposals for
Attend meetings with the sales team to present media analysis and strategy
Work with the sales team on a daily basis to understand their client's needs and how we as a business can best fulfill those needs

Leadership

Manage and teach a team of two how to use our research software and how best interpret the data
Teaching the team to use their insights to compile media strategies for their assigned sales team
Reviewing and proofreading proposals and provide feedback

Tools/Software

Utilise TGI - a demographic software that analyses the area demographic data for outdoor site placement.
Run outdoor media 'performances' to share out of home site metrics with clients and the sales team.

ACCOUNT EXECUTIVE

HiCare World Advertising | Johannesburg, South Africa | Jun 2016 - Jul 2017

This multifaceted role consists of:

Client services

Attending client meetings
Writing contact reports to give the client an outline of the meeting
Creating cost estimates and purchase orders
Managing client expectations
Forecasting

Creative

Idea creation, development for campaigns & projects
Proofreading artwork & campaigns before sharing with client

Teamwork

Working closely with the design/media team from start until the end of the project
Brainstorm ideas with the team
Organise team get-togethers and lunches

Project Management

Creating cost estimates and purchase orders
Overall project management of campaigns from start to finish
Putting together and sharing project timelines with clients
Attending supplier meetings
Following up with internal staff and clients
Billing clients upon final deliverables achieved
Risk management
Problem-solving

GRAPHIC DESIGNER

Black Khaki Communications | Johannesburg, South Africa | Jan 2016 - May 2016

This multifaceted role consisted of:

Creative

Design various elements such as:
Logos
Presentations
Posters/Flyers
Infographics
Illustrations etc.

Teamwork

Brainstorming ideas and working closely with the copywriter.
Work with the website development team
Attend and organise team catch-ups

Client Services

Attending client meetings and unpacking the creative executions