



MELISSA WILKINSON

GRAPHIC DESIGN | CONTENT CREATION

PERSONAL PROFILE

Versatile. Intentional. Always human.

I'm a Cape Town-based designer and creative strategist who blends imagination with strategy to craft meaningful brand experiences. My work spans from corporate branding and sports brand design to passion-driven creative projects — adapting and evolving just like the people and stories behind them.

Inspired by travel, fine wine and food, swing jazz, and literature; I bring diverse perspectives into my process to translate ideas into visuals that connect, engage, and endure.

WORK EXPERIENCE

MARKETING SPECIALIST

QSR LAW | DEC 2021 – PRESENT

- Lead design of visual branding & identity projects.
- Digital & print collateral, campaign graphics, social media assets, newsletters, video and motion content.
- Collaborate across departments and with external suppliers/print vendors to ensure brand consistency and professional execution of design across all touchpoints.
- Manage multiple design-led marketing campaigns from concept through execution: layout, typography, imagery, digital ads, emailers, website updates / editing.

PUBLIC RELATIONS OFFICER | DIGITAL MARKETING

MILTONS MATSEMELA INC. (CONVEYANCERS) | JUL 2017 – NOV 2021

- Developed and executed PR and social media campaigns with visual storytelling at the core, ensuring alignment with brand identity and strict visual standards.
- Coordinated with clients, vendors, printers & branding firms to produce high-quality output under tight timelines and within budget constraints.
- Drafted creative design briefs, supervised layout production, proof-read collateral, ensured consistency across all physical and digital media.
- Organise and manage marketing campaigns for my line director's portfolio of clients. Start to finish - Pitching ideas through to delivery.

EDUCATION & CERTIFICATIONS

RED & YELLOW CREATIVE SCHOOL OF BUSINESS

- National Certificate in Advertising (Digital Marketing)
- Graphic Design Intermediate

DIGITAL SCHOOL OF MARKETING

- Brand Management
- Digital Copywriting

ADDITIONAL CERTIFICATIONS

- Udemy – Graphic Design Theory
- AI in Marketing
- SEO Training
- Google Analytics Certified (2024)

CONTACT

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CORE EXPERTISE

Design & Creative

Brand Identity & Logo Redesigns
Digital, Print & Marketing
Collateral
Layout, Typography & Visual
Storytelling
Motion Graphics & Video Editing

Digital Marketing & Strategy

Content Creation & Social Media
Management
SEO & Website Optimisation
(WordPress, WIX)
AI-Assisted Marketing & Creative
Automation
Campaign Ideation & Brand
Strategy

CREATIVE TOOLKIT

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Premiere Pro
Figma
Canva
WordPress
Wix
AI Tools for Marketing

PERSONAL SKILLS

Storytelling: visual & verbal
Strategic & Analytical Thinking
Ideation & Concept
Development
Collaboration, Leadership &
Project Management

I thrive where creativity meets clarity. Crafting design and communication that speak with purpose, heart, and strategy.