



# Elmar Roetz

## Media Production & Design Manager

As a tech enthusiast, I am constantly propelled by the wave of innovation. Leveraging my strong communication skills, I thrive on bringing forth the most fitting solutions to my organization, all while drawing from my extensive marketing background.

### CONTACT

- Address** Relocating to: Pretoria, Centurion
- Phone** 082 384 4325
- Email** elmar@roetz.org

### PRO SKILLS

Communication

Copywriting

IT Support

File & Data Administration

E-Commerce Management

Search Engine Optimization

Role & Activity Tracking

- Own Transport
- Perspicacity & Self Taught
- Problem Solving
- Technology Focused
- Mac and Windows User
- Excels in new challenges



### EXPERIENCE

2019 – 2023  
**FrontierCo**

#### Media Production Manager

As Media Production Manager at FrontierCo, I established the marketing structure for all brands, including Mr. Tekkie, and implemented an in-house studio, reducing marketing expenses by 60%. My leadership skills were evident in managing a high-quality content team and collaborating with other departments for consistent messaging. My efforts increased brand awareness and engagement, resulting in a significant sales boost and recognition from international partners.

2018 – 2023  
**Mr. Tekkie**

#### Digital Marketing Analyst

As a founding member of Mr. Tekkie, I held diverse and exciting roles that honed my skills in various areas. I spearheaded the development and management of Retail Branding, Digital Asset Management, Content Management Systems, Digital Signage platform, Networking, In-Store Communications, Music, and Media Production.

2018 – 2018  
**Tekkie Town**

#### Marketing Coordinator

Developed and managed marketing platforms, including e-commerce and merchandise distribution systems, to drive sales growth and increase brand awareness. Created and maintained reliable image directories that streamlined marketing processes and served as an accessible resource for all brands within the company. Conducted regular audits to ensure consistency and collaborated with cross-functional teams to create compelling marketing collateral. Stayed up-to-date with industry best practices and emerging trends to optimize marketing strategies for Tekkie Town.



### EDUCATION

#### Matriculated in 2016

Boston College, George  
Outeniqua High, George

#### Qualifications & Certifications:

- Project Management
- Media Administration
- Digital marketing
- Adobe Creative Cloud
- Google ad Manager
- Business Branding
- Public Speaking
- Graphic Design



### DETAILS

Born 7 April 1998

Sports: Golf

Studies in progress: Mobile App Development

#### Other Projects & interests:

- Industrial IOT Systems
- IOS Development
- Home Automation
- AI Integration