

RICHARD GRADNER CURRICULUM VITAE

- Date of birth: 18 November 1970
- Age: 47 years
- Place of birth: Cape Town
- Nationality: South African
- Married with 2 children
- I.D. Nbr: 701118 5025 087

MOTIVATION

I have had extensive local and international work experience in office environments, the retail sector and service industries, giving me varied skills and the ability to work with many different types of people. As a result, I believe I can quite easily fit into almost any team. I am a passionate, conscientious person who works hard and pays attention to detail. I'm flexible, quick to pick up new skills and eager to learn from others. I also have lots of ideas and enthusiasm. I'm keen to work for a company with a great reputation and high profile.

I love marketing; it's in my blood. I find it fascinating to discover the essence of a brand and how its personality determines the target market that is attracted to it. This is the secret to a robust communication strategy, designed to get people to fall in love with your product or service. I was fortunate enough to have been exposed to the phenomenal launch of Red Bull Energy Drink in South Africa. Managing Red Bull was a great opportunity for me to understand marketing on a global scale and then learn how to apply and adapt it locally.

I went on to launch and run my own events management company, that helped me further develop my organisational and budgeting skills and learn how to function well under pressure. I owned and coordinated a broad range of corporate and consumer events, from 50 to 10,000 people in attendance.

My almost 9 years at Mustard Creative and Digital Agency has provided me with experience across a broad spectrum of industries, dealing with dozens of different clients, both local and international. My role at the agency is diverse. I deal directly with clients, assist in running the studio and engage with brands from inception through to ongoing management and growth. Mustard's services include Brand Strategy, Graphic Design, Web & App Design & Development, E-Marketing, Social Media Management & Digital PPC Advertising.

I have excellent references and would be delighted to discuss any possible vacancy with you at your convenience.

INTERESTS

- Power Yoga
- Hiking
- Writing – I have published 3 works of fiction (visit richardgradner.com for details).

ATTRIBUTES

Strongest

- Diligence
- Discipline
- Loyalty
- Integrity
- Passion

Weakest

- Hastiness
- Impatience
- Procrastination
- Stubbornness
- Time Management

EDUCATION

- 1977 – 1988: Herzlia Schools
 - Herzlia Primary, Middle, High Schools, Cape Town
- 1986 – 1992: National Sea Rescue Institute, V&A Waterfront
 - Voluntary service
- 1989 – 1992: Cape Peninsula University of Technology
 - Marketing and Sales Management Diploma
- 1990 – 2000: Kim Lung Wushu School, Cape Town
 - Kung Fu & Tai Chi Teacher's Course
 - Acupuncture & Acupressure Course

EMPLOYMENT HISTORY

2010 – Present: Mustard Creative & Digital Agency – Sales Director

- Mustard is a creative and digital agency founded in 2009. My almost 9 years at Mustard has provided me with experience across a broad spectrum of industries, dealing with dozens of different clients, both local and international. My role at the agency is diverse. I deal directly with clients, source new business, assist in running the studio and engage with brands from inception through to ongoing management and growth. Mustard's services include Brand Strategy, Graphic Design, Web & App Design & Development, E-Marketing, Social Media Management & Digital PPC Advertising. www.mustard.agency
- Reason for wanting to leave: I am looking for an opportunity to build an exciting brand globally.

2004 – 2009: Samurai Experiential Marketing – Co-Founder

- Samurai Experiential Marketing was an events company responsible for fashion shows, dance events and music productions. We secured sponsorship; conceptualised and developed events that drew crowds of 10,000+, ran promotions and generated sales for these events. We were involved in the décor, choreography and production of each of these events.
- Clients: The Opium Group, Heineken, Mother City Queer Projects (MCQP), PUMA, SABMiller, Pernod Ricard, Diesel, SABC, 5FM, DJ Roger Goode, The Castle of Cape Town.
- Reason for leaving: opportunity to build an advertising agency.

2001 – 2004: JMC Melnicks – Marketing Director

- Duties and Responsibilities
 - Ongoing Marketing Management of the JMC stable of brands in South Africa: Red Bull Energy Drink, Lindt Chocolates, ACT II Popcorn, Smint amongst others.
 - Management of a dedicated marketing team for each brand, responsible for advertising, sports sponsorship, event management, public relations, sampling/promotions and the communication plan (website, PR, press releases etc).
 - Management of regional brand managers, promoters and other marketing personnel around South Africa.
 - Implementation and management of ACNielsen and Research Surveys research campaigns for all brands.
 - Direct liaison with local and international advertising agencies.
 - Constant interaction with JMC's national sales management and staff.
 - Frequent visits to H/O of JMC's FMCG clients – Pick 'n Pay, Checkers, Clicks, Engen, Shell, BP etc.
 - Attendance of bi-annual international marketing meetings in Austria, UK, USA and Ireland.
 - Successful management of the business plan and control of the South African marketing budget for each brand at JMC.
 - Monthly reports, stock control, sales management, ATL & BTL advertising & promotions.
- Reason for leaving: Entrepreneurial Opportunity

1999 – 2001: JMC Melnicks – Marketing Manager Red Bull Energy Drink

- Duties & Responsibilities
 - Coordination of the launch of the Red Bull and Carpe Diem brands in South Africa.
 - Set-up and management of a dedicated marketing team responsible for advertising, sports sponsorship, event management, public relations, sampling/promotions and the communication plan (website, PR, press releases etc).
 - Management of regional brand managers, promoters and other marketing personnel around South Africa.
 - Communication to Red Bull's target market of 16-24 year old, LSM 10-12 consumers via ATL and BTL advertising campaign.
 - Implementation of ACNielsen and Research Surveys research campaigns to the Red Bull target market.

- Direct liaison with local and international advertising agencies and PR agencies with responsibilities extending to the placement of all above the line media (TV, Radio, Cinema).
- Constant interaction with JMC's national sales management and staff.
- Frequent visits to H/O of JMC's FMCG clients – Pick 'n Pay, Checkers, Clicks, Engen, Shell, BP etc.
- Attendance of bi-annual international marketing meetings in Austria, UK, USA and Ireland.
- Successful management of the business plan and control of the South African marketing budget.
- Monthly reports, stock control, sales management, ATL & BTL advertising & promotions.
- Reason for Leaving: Promotion

1997 – 1999: JMC Melnicks – Brand Manager Red Bull Energy Drink

- Duties and Responsibilities: As above
- Reason for leaving: Promotion

1994 – 1997: JMC Melnicks – Marketing Assistant

- Duties & Responsibilities:
 - Procurement and stock control for THUMB Trading.
 - Sourcing of new product.
 - Management of indent orders and container sorting for clients such as Massmart, Pick 'n Pay Hypermarkets, Dions, Independent retailers.
 - Budget management and control.
 - Brand management for Little Tikes and Intex Inflatable, international toy brands.
 - Marketing and promotional campaigns for these brands.
 - Retail promotions and campaigns.
 - Marketing budget management.
 - Media liaison.
 - Visits to factories in China and USA.
- Reason for Leaving: Promotion

REFERENCES

- Glen Heneck
 - Heneck Sacks (JMC Melnicks)
 - Tel: 082 882 8695
- Sheryl Ozinsky
 - Ex event partner
 - Tel: 083 628 3426
- Raymond Bloom
 - Ex Samurai Experiential Marketing

- Tel: 083 602 0202

CONTACT

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