



MAX GINO BISSOLATI  
PROFESSIONAL RESUME  
[WWW.MAXBISSOLATI.COM](http://WWW.MAXBISSOLATI.COM)

# MAX GINO BISSOLATI

DIGITAL CREATIVE DIRECTOR

www.maxbissolati.com

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+27 78 226 6677



hello@maxbissolati.com



Cape Town, South Africa



## PROFESSIONAL PROFILE

My work is driven by making a strong visual impact across various styles and techniques as a way to follow an idea and in clarifying the content of each project. Design to me can't be simplified into either "good" or "bad". I see it rather as "effective" or "ineffective" and I'm inspired by working within that rationality to create work that can "awe". Simply put, I think having a strong aesthetic is just as important to a brand as great customer experience, products, and people.

## SKILLS

Brand Development  
Social Media Management  
Digital Marketing  
PPC & SEO  
Product Design  
Graphic Design  
Motion Graphic Design  
Fashion Design

## PERSONAL DETAILS

**Gender** : Male  
**Marital Status** : Single  
**Dependents** : Zero (0)  
**Nationality** : South African  
**Ethnicity/Origin** : Coloured  
**Languages** : English (Fluent)  
: Afrikaans (Fluent)

## EDUCATION

### High School Diploma

2001 - 2006

The Settlers High School  
Settlers St, Bellville, Cape Town

### National Diploma in Fashion

2009 - 2013

Design Academy of Fashion  
208 Albert Rd, Woodstock, Cape Town

### C.A.D Certification

2011 - 2012

BHC School of Design  
72 Salt River Rd, Woodstock, Cape Town

## PSYCHOLOGICAL PROFILE

- Conscientious,
- Disciplined,
- Efficient,
- Well Organised,
- Logical & Systematic Thinker,
- Imaginative
- Pro-Active Attitude,
- Trustworthy & Honest,
- Reliable & Loyal,
- Excellent Communication
- Conceptual Problem-Solver
- Open-Minded

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## TECHNICAL SKILLS

PHOTOSHOP

ILLUSTRATOR

INDESIGN

AFTER EFFECTS

MARVELOUS DESIGNER

PREZI

3DS MAX

KEYSHOT

WORDPRESS

MS OFFICE SOFTWARE

## EXPERIENCE

### DIGITAL CREATIVE DIRECTOR

Mae Artisan Rugs  
Cape Town City Centre, Cape Town  
2019 - 2021

- Develop the brands digital marketing roadmap
- Develop and implement digital product strategies consistent with company vision
- Design digital media campaigns aligned with business goals
- Develop and coordinate the creation of digital content
- Establish and optimize the web presence to boost brand awareness through Google Adwords, Facebook etc.
- Design, build and maintain our social media presence
- Maintain a strong online company voice through various social media
- Conduct keyword research and implement technical SEO best practices
- Develop and execute off-page SEO strategies (e.g. link-building)
- Monitor ROI and report on KPIs across SMM, PPC and SEO
- Monitor competition and implement new and creative growth strategies
- Utilize feedback to inform necessary improvements and adjustments to the brands technology stack
- Collaborate with the team to ensure brand consistency across all digital channels

### DIGITAL CREATIVE CONSULTANT

Nuri Sushi Factory  
Cape Town City Centre, Cape Town  
2019 - 2020

- Develop the brands digital marketing roadmap
- Develop and implement a mobile application, web application and other digital product strategies consistent with company vision
- Design digital media campaigns aligned with business goals
- Develop and coordinate the creation of digital content
- Establish and optimize the web presence to boost brand awareness through Google Adwords, Facebook etc.
- Design, build and maintain our social media presence
- Maintain a strong online company voice through various social media
- Monitor ROI and report on KPIs across SMM, PPC and SEO
- Monitor competition and implement new and creative growth strategies

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## EXPERIENCE CONTINUED...

### DIGITAL COMMUNICATIONS MANAGER

DENEb Investments Limited

Brand Identity - Cape Town

2017 - 2019

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Collaborate with agencies and other vendor partners
- Implement conversion points and optimize user funnels
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

### SENIOR GRAPHIC DESIGNER

DENEb Investments Limited

Brand Identity - Cape Town

2015 - 2017

- Study design briefs and determine requirements
- Conceptualize visuals based on requirements and prepare rough drafts to present ideas
- Develop illustrations, logos and other designs using industry standard software
- Ensure final graphics and layouts are visually appealing and on-brand
- Test graphics across various media and amend designs as per feedback
- Utilize color theory and layouts for all graphic related projects
- Craft technical specifications of products considering budgets and materials
- Work together with design, technical and marketing teams to establish production processes
- Analyze how a new product ties in with market needs and consumer preferences
- Develop prototypes and models to use in various products to maximize aesthetic consistency
- Stay up-to-date with design application changes and industry developments

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## EXPERIENCE CONTINUED...

### JUNIOR GRAPHIC DESIGNER

DENEB Investments Limited

Brand Identity - Cape Town

2014 - 2015

- Study design briefs and understand project requirements and concepts
- Conceptualize visuals and utilize colour theory, based on requirements and prepare rough drafts to present ideas
- Craft technical specifications of products considering budgets and materials
- Develop illustrations, logos and other designs using industry standard software
- Test graphics across various media and amend designs as per feedback
- Work together with design, technical and marketing teams to establish production processes
- Stay up-to-date with design application changes and industry developments and pitch creative ideas when required

### JUNIOR GRAPHIC DESIGNER

Super Brands Holdings

2013 - 2014

- Study design briefs and understand project requirements and concepts
- Conceptualize visuals and utilize colour theory, based on requirements and prepare rough drafts to present ideas
- Craft technical specifications of products considering budgets and materials
- Develop illustrations, logos and other designs using industry standard software
- Test graphics across various media and amend designs as per feedback
- Work together with design, technical and marketing teams to establish production processes
- Stay up-to-date with design application changes and industry developments

### DESIGN INTERN

Woolworths Holdings Limited

2012 - 2013

- Create and design print and digital materials
- Adhere to brand guidelines and complete projects according to deadline
- Collaborate with the Creative Director and Graphic Design Manager to develop design concepts
- Craft technical specifications of products
- Retouch and manipulate images utilizing industry standard software

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## INTERESTS & EXTRA-CURRICULAR



### HOCKEY COACH

Settlers High  
School  
2012 - 2013



### WP SENIOR & U/21

Hockey  
Representative  
2010 - 2017



### VOLUNTEER

Paws For  
A Cause  
2013 - 2014



### RESIDENT DJ

SGT Pepper  
Restaurant  
2015 - 2017

## WORK EXPERIENCE REFERENCES

### WAYNE BEBB

Former CEO of Brand ID

+27 82 782 1546

<https://www.linkedin.com/in/wayne-bebb-36241824/>

### DU TOIT BOTES

Canterbury SA Brand Manager

+27 82 579 7503

<https://www.linkedin.com/in/du-toit-botes-58107685/>

### NARIMAH LATEGAN

Operations Manager of Brand ID

+27 83 461 0697

<https://www.linkedin.com/in/narimah-lategan-11826549/>

### BELINDA LEVINE

CFO of Brand ID

+27 82 413 3487

<https://www.linkedin.com/in/belinda-levine-13891117a/>

### LUKE FOBIAN

Head of Trend & Design at Woolworths

+27 82 858 8199

<https://www.linkedin.com/in/luke-fobian-61443b3/>

### PAUL HAUPHT

Vice-Principal at The Settlers High School

+27 82 467 4203

<https://www.linkedin.com/in/paul-haupt-05b73a25/>