



CONTACT

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Hilton, Kwa-Zulu Natal,
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www.bluethreadstudios.co.za

EDUCATION

FEB 2026 - MAY 2026

Graphic Design Intermediate
with Adobe Photoshop (short
course)

Red & Yellow Creative School of
Business

JAN 2024 - DEC 2024

Advanced Diploma in Marketing
& Advertising Communications
Red & Yellow Creative School of
Business

JAN 2019 - DEC 2021

Bachelor of Business
Administration in Marketing
Management
IMM Graduate School

SKILLS

- Digital Marketing: Google Ads, Meta Ads, LinkedIn Ads, campaign optimisation, budget monitoring
- Content & Design: Canva, social media content planning, email marketing
- Tools & Analytics: Google Analytics, Meta Business Suite, Mailchimp, HubSpot
- AI & Automation: No-code app development, AI-assisted SEO, prompt design, workflow optimisation

Hannah Maartens

GRAPHIC DESIGNER

PROFILE

Marketing professional with a strong background in B2B and B2C digital campaigns, currently transitioning into a more specialised Graphic Design role. I am passionate about out-of-the-box visual storytelling and bringing campaigns to life. To advance my technical craft, I am currently obtaining a Graphic Design Intermediate (Adobe Photoshop) certification through Red & Yellow Creative School of Business.

WORK EXPERIENCE

GRAPHIC DESIGNER

NOV 2025 - CURRENT

Freelance | Location: Pietermaritzburg, KZN

- Conservation Brand (2 month contract)
- Marketing assistant at Martizburg College (1 month contract)
- Myrth Skincare

MARKETING COORDINATOR | CONTRACT FEB 2025 - OCT 2025

Kabloom Agency | Location: Cape Town (remote)

- Supported paid media campaigns across Meta, Google Ads, LinkedIn, Twitter and Microsoft Advertising
- Monitored and managed campaign budgets, setup, optimisation and go-live checks
- Tracked and reported on performance using Swydo
- Supported SEO and AI-driven SEO initiatives for the corporate brand
- Designed social media assets and email campaigns using Canva, Mailchimp and HubSpot

DIGITAL MEDIA CAMPAIGN ASSISTANT NOV 2022 - AUG 2023

Moving Tactics | Location: Cape Town

- Coordinated in-store TVC campaigns across Clicks digital screens
- Managed campaign briefing and artwork approvals via Magnetic CMS
- Monitored campaign delivery and produced monthly performance reports
- Worked cross-functionally with content, design and maintenance teams

DIGITAL MARKETING ASSISTANT

FEB 2022 - OCT 2022

Heir Digital | Location: Cape Town (remote)

- Supported Google Search and social media campaigns for local and international e-commerce clients
- Created content calendars, email campaigns and monthly performance reports

REFERENCES

Renette Uys

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Kabloom Agency

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David Van Der Walt

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