

Tj van Rensburg

Creative Director & Marketing Specialist

Phone +61 49 440 4611 | **Email** tjvanrens@live.co.za | **Location** Melbourne, VIC – AUS

LinkedIn <https://www.linkedin.com/in/tj-van-rensburg-0a630466/>

Portfolio <https://www.tjvanrensburg.com/>

Personal profile

I am a Creative Director and Marketing Specialist with extensive experience in leading creative teams and full stack brand transformations for international markets, based in Australia with full working rights. I bring a versatile skill set encompassing creative direction, digital design, marketing technology, AI experiential marketing and omnichannel strategy, having driven growth for brands through innovative, customer-centric campaigns. I am looking to bring my unique skillset and global perspective to a progressive, forward-thinking business.

Employment summary

| | | |
|---------------------|---|-------------------|
| Feb 2025 – Present | Creative Director | Charles Elena |
| Oct 2022 – Jan 2025 | Director of Creative Technology | Ignition CX |
| Mar 2021 – Oct 2022 | Creative Director | One Digital Media |
| Jul 2017 – Mar 2021 | Creative Lead | iKhokha |
| Oct 2014 – Jun 2017 | Graphic Designer & Art Director | Synergy Marketing |
| Feb 2012 – Aug 2014 | Brand Manager & Graphic Designer | Adloc8tor |

Skills - *Skills level from 1 to 10.*

10/10 Marketing | **10/10** Creative Direction | **9/10** UX/UI/CX | **10/10** Web Design

10/10 Graphic Design | **7/10** Motion Graphics | **9/10** Print & Press | **9/10** CDP, CRM & Martech

VETASSESS Skills Verification

Verified - ANZSCO Code: 225111

Software - *1 = beginner, 2 = basic, 3 = intermediate, 4 = advanced, 5 = proficient*

5/5 Adobe CC | **5/5** Figma, Sketch & XD | **4/5** CDP & CRM | **5/5** Web Design

Employment history

Feb 2025 – Present | Creative Director at Charles Elena

Charles Elena is a Melbourne-based, next-gen design agency with an annual turnover of \$5.7M and a team of 50+ specialists. The agency crafts premium, culturally relevant brand and digital experiences through elevated storytelling, refined aesthetics, and innovation across customer touchpoints.

Responsibilities

I lead the overall creative vision, innovation and brand direction for several of the agency's key accounts. I am responsible for defining and translating business strategy into distinctive, high-impact experiences across product, digital, and marketing ecosystems.

- Lead the creative vision and direction across key client portfolios, setting brand strategy and ensuring world-class creative standards across all outputs.
- Own end-to-end project delivery, overseeing scoping, planning, resourcing, timelines, and budgets to ensure work is delivered efficiently and at scale.
- Act as senior account lead for flagship clients, building trusted partnerships, identifying growth opportunities, and aligning creative solutions to business outcomes.
- Direct multidisciplinary teams across design, technology, and production to deliver integrated brand, digital, and experiential services from concept through execution.

Achievements

- Successfully designed and implemented the **AI Roland-Garros Poster Generator**, an experiential marketing campaign at the 2025 Roland Garros. The Poster Generator campaign resonated strongly with fans worldwide, with more than 42,000 posters created during the campaign.
- Achieved a 340% year-on-year growth in a key agency account – Cognizant: by effectively delivering value through creative executions and strategic initiatives.

Oct 2022 – Jan 2025 | Director of Creative Technology at Ignition CX

Ignition CX is a global customer experience and BPO company with an annual turnover of \$1.9B and over 4 000 employees. They focus on enhancing customer acquisition, engagement, and loyalty through innovative, user-centred solutions, strategic design, data-driven insights, and technology integration.

Responsibilities

I led the development of innovative digital solutions, bridging the gap between creative, marketing, and technology to drive impactful brand experiences and optimise marketing effectiveness.

- Oversee the design and implementation of digital strategies, aligning creative vision with technical execution to enhance brand engagement.
- Lead and mentor multidisciplinary teams in UX/UI, design, marketing, and digital production. I direct a team of 18 people with 7 direct reports.
- Collaborate closely with marketing, creative, and technical teams to develop and deploy omnichannel customer experiences.
- Implement data-driven insights and analytics tools to measure content effectiveness, inform design decisions, and optimize user experiences.

- Drive the adoption of emerging technologies, such as MarTech, GenAI and machine learning, to ensure the brand stays at the forefront of digital innovation.

Achievements

- Implemented Segment CDP and migrated all customer data to provide full data compliance for the business whilst introducing full omnichannel functionality and CRM integration.
- Designed and implemented SA's largest 'NEW' mobile online marketplace (MobileStore), increasing online traffic by 43% and activation rates by 31% in the first 3 months.
- Increased lead generation for all group marketplaces by an average of 74% year-on-year through marketing campaigns and hyper-personalised customer orchestration.

Mar 2021 – Oct 2022 | Creative Director at One Digital Media

One Digital Media is a global leader in digital retail communication, engagement, interaction and analytics, with an annual turnover of \$25.8M and over 100 employees. They drive groundbreaking digital campaigns and retail solutions to over +25 000 retail outlets and restaurants globally.

Responsibilities

As a member of the senior management team and head of the creative department, I was responsible for leading the planning and execution of all campaigns, brand initiatives, marketing strategies, copywriting, product design, and web dev to ensure cohesive and impactful brand experiences.

- Led the creative direction across all digital and print campaigns, ensuring alignment with brand values and marketing objectives for One Digital Media and all clients.
- Developed and implemented brand strategies to enhance brand visibility, engagement, and differentiation in the market.
- Oversaw product design and UX/UI for web development and interactive interface projects to create user-centric and visually compelling digital experiences.
- Directed the creative and copywriting process for campaigns, marketing materials, and presentations, ensuring consistency and clarity in brand messaging.
- Collaborated with cross-functional teams to align creative initiatives with broader business goals, enhancing synergy between departments.

Achievements

- Increased Creative Department Revenue by 30% by identifying new growth opportunities and optimising project workflows. This achievement underscored the value of creative services as a revenue-generating function.
 - Led the implementation of interactive digital menu boards for KFC Africa, transforming the in-store experience through dynamic content that engaged customers and enhanced operational efficiency.
 - Executed a comprehensive brand overhaul for One Digital Media, redefining their brand identity, messaging, and visual aesthetics. This revamp improved brand cohesion across touchpoints, strengthened market positioning, and elevated the company's reputation in the digital media landscape.
-

Jul 2017 – Mar 2021 | Creative Lead at iKhokha

iKhokha is one of the fastest-growing fintech companies in Africa, with an annual turnover of \$160.7M and over 600 employees. They develop digital tools to help entrepreneurs start, run, and grow their business.

Responsibilities

Led the creative and brand functions at iKhokha, developing and implementing creative strategies that aligned with business goals and elevated brand perception. Directed the creation of effective and consistent on-brand materials across all marketing channels, including websites, products, email campaigns, social media, paid media, and brand/marketing initiatives.

- **Brand Development & Strategy:** Defined and evolved the iKhokha brand identity, ensuring alignment with market positioning, target audience, and business objectives.
- **Creative Direction & Execution:** Oversaw and directed the production of all creative materials, including websites, digital campaigns, and social media content, maintaining consistency in style, voice, and aesthetics.
- **Cross-Functional Collaboration:** Partnered closely with product, marketing, and tech teams to create cohesive campaigns that enhanced user experience and brand engagement.
- **Creative Team Leadership:** Mentored and guided the creative team, establishing best practices and workflows to deliver high-quality, on-brand creative assets on time.
- **Performance Optimisation & Analysis:** Analysed the effectiveness of creative assets and campaigns, leveraging insights to refine design strategies and improve conversion rates across channels.

Achievements

- **Drove Exponential Growth:** Spearheaded the brand's creative overhaul, resulting in a 400% year-on-year growth, establishing iKhokha as a standout player in the competitive payment solutions space.
- **Award-Winning App:** Designed the UI for the iKhokha app, which won the prestigious MTN App of the Year Award in 2023, recognising my contribution to the app's user-centred design, functionality, and impact in the fintech industry.
- **Built a High-Performing Creative Team:** Established and mentored a creative team capable of consistently delivering top-quality, on-brand work to support business growth and marketing goals.

Oct 2014 – Jun 2017 | Art Director at Synergy Marketing Partners

Synergy Marketing Partners is a full-service advertising agency with an annual turnover estimated at around \$15M and over 15 employees.

Responsibilities

As Art Director, I led the creative vision and execution of campaigns, ensuring brand consistency and high-quality results in all campaigns. I produced impactful, innovative campaigns that engaged target audiences and elevated the agency's creative standards.

- **Lead Visual Strategy:** Develop and execute creative concepts that align with client goals and brand identity, ensuring visual consistency across all touchpoints.

- **Collaborate with Cross-Functional Teams:** Work closely with copywriters, designers, and account managers to bring integrated campaigns to life, ensuring cohesive messaging and design.
- **Oversee Design Production:** Manage the creation and refinement of design elements, from initial concepts to final deliverables, ensuring high-quality standards and deadlines are met.
- **Guide and Mentor Design Team:** Provide leadership, feedback, and direction to junior designers, fostering a creative and collaborative work environment.
- **Present Creative Concepts to Clients:** Effectively communicate design ideas and concepts to clients, incorporating their feedback while maintaining creative integrity and strategic objectives.

Achievements

- I successfully executed the **first augmented reality (AR) campaign for Independent Newspapers South Africa**, pioneering the use of immersive technology to engage readers dynamically and interactively.
-

Feb 2012 – Aug 2014 | Brand Manager & Graphic Designer at Adloc8tor

Adloc8tor was a disruptive advertising and integrated solutions company with an annual turnover estimated at around \$12M and over 20 employees.

Responsibilities

I managed the Adloc8tor brand and its partner and subsidiary brands, with a focus on developing and strengthening each brand. Led the design and strategy department, overseeing all aspects of visual communications, marketing, design, strategy, and copywriting.

- Developed and executed brand strategies for Adloc8tor and its partner and subsidiary brands, ensuring consistent and impactful brand presence.
 - Led and mentored the design and strategy team, overseeing the creation of visual assets, marketing campaigns, and brand collateral.
 - Managed the production of all marketing materials, from concept to execution, ensuring alignment with brand guidelines and objectives.
 - Collaborated with cross-functional teams to refine messaging, copywriting, and visual storytelling across all channels and touchpoints.
-

Education

- 2010: National Senior Certificate - Kloof High School
- 2013: BA in Creative Brands Communication - IIE Vega School of Brand Leadership
- 2014: BA Honours in Brand Leadership - IIE Vega School of Brand Leadership

Professional development

- 2020: Hubspot, Inbound Marketing Certification

- 2024: Webflow, Certifications: Webflow 101, Layouts Level 1 and CMS Level 1
- 2024: Twilio Segment, Building Audiences Certification
- Full list available on request

Interests

I am a proud husband and dad of 2 boys and when I am not working or raising respectable men, I enjoy brewing craft beer, walking my doggos, educating aspiring creatives and learning new skills.

Referees

Available on request