

# ANRO THEUNISSEN

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## MID - SENIOR MULTIMEDIA DESIGNER

Graphic designer with a strong balance of creative and strategic thinking, specialising in translating complex briefs into high-quality visual solutions across print, digital, and social platforms. Known for delivering polished, detail-driven work that strengthens brand presence and drives engagement.

## WORK EXPERIENCE

### Senior Multimedia Designer | People & Processes (3 Month Part Time Contract) | Jan 2026 - March 2026

- Developed the visual identity and CI guide for a new safety and reliability podcast.
- Led the creation of branded podcast assets across social, promo, and cover artwork.
- Designed web pages aligned to the new brand system across digital touchpoints.
- Produced multimedia content including video editing, motion graphics, and audio enhancement.

### Graphic Designer | Cosmopolitan Projects | Nov 2024 - Dec 2025

- Designed and produced large-format billboards, print ads, and brochures that aligned with established brand guidelines.
- Created digital banners, motion graphics, and social media visuals that ensured continuity across campaigns.
- Developed website graphics and banners, supporting the company's online presence with cohesive visuals.
- Produced motion-based assets for social campaigns, improving engagement and reach.
- Collaborated closely with marketing and sales teams to translate project goals into impactful visual communication.

### Graphic Designer & Digital Marketer | Be My Social | Nov 2023 - Oct 2024

- Managed 20+ client accounts across social, delivering static, video, and motion content, increasing engagement by 30–60% using Meta Analytics and platform insights.
- Led client communication and project delivery, maintaining retention while consistently meeting KPIs, deadlines, and campaign objectives.
- Designed and built websites and e-commerce platforms (Shopify, Wix, WordPress), improving UX and conversion rates by 20–40%.
- Executed and optimised paid campaigns across Meta and Google, increasing lead generation by 150% (12 to 35 leads/week) through A/B testing and creative optimisation without increasing budget.

### Multimedia Designer | Freelance | Since Jan 2021

- Developed brand identities and guidelines for diverse clients.
- Designed and launched websites tailored to each brand's voice and user experience goals.
- Photographer & Editor
- Provided end-to-end creative services, from concept development through to final delivery.

## SKILLS

- Brand Identity & Visual Systems
- Multimedia Campaign Design
- Digital, Social & Paid Media Creative
- Motion Graphics & Video Editing
- Web Design & Content-Led UX
- Creative Strategy & Stakeholder Collaboration
- Print Design & Production
- Creative Workflow & Project Management
- Client & Project Management

## TOOLS

### Design & Creative

- Adobe Creative Cloud
- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere Pro
- CapCut
- Canva
- Figma

### Web & E-commerce

- WordPress
- Wix
- Shopify

### Marketing & Email

- Mailchimp
- Meta Ads Manager
- Google Ads

### Analytics & Scheduling

- Google Analytics
- Meta Analytics
- Loomly

### Project / Workflow

- ClickUp
- Notion

## EDUCATION & CERTIFICATIONS

- **Diploma in Graphic Design** (CTU Training Solutions)
- **Higher Education in Photography** and Editing (Potchefstroom Academy)
- **Adobe Visual Design Specialist** (CTU)
- **Google Digital Marketing & E-commerce** (Coursera)



higher education  
& training

Department:  
Higher Education and Training  
REPUBLIC OF SOUTH AFRICA



Media, Information and Communication Technologies  
Sector Education and Training Authority

mictseta

Accelerating quality skills towards an information savvy society

## National Certificate

This is to certify that

*Anro Theunissen*

I.D. No. 9906295198088

Has successfully achieved competence against the following  
SAQA registered qualification

### NATIONAL CERTIFICATE: DESIGN TECHNIQUES

NQF Level 5  
(NLRD No. 60509)

In terms of section 9 (1)(f) of the ETQA Regulations  
No. 1127 of 1998 under the SAQA Act No. 58 of 1995,  
effective 1998

MICT Setä CEO

22/09/2020

Date of Issue

CN: 6LAETQAD1811

Awarded as an original document with no alterations



POTCHEFSTROOM  
ACADEMY  
1997-2019

# Higher Certificate

in

## Photography

(SAQA ID: 91875    NQF Level 5    130 Credits)

awarded to:

*Anro B. Theunissen*

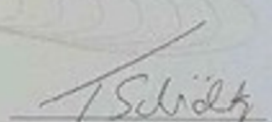
(ID: 901121 5022 087)



17/04/2021

Date

  
Head of Department

  
Managing Director

No. 21/6465



# Anro Bruno Theunissen

has successfully completed the training requirements to be recognized as an

## Adobe Certified Associate Visual Design Specialist CC 2015

ADOBE ILLUSTRATOR, INDESIGN, PHOTOSHOP

June 18, 2018

Shantanu Narayen  
President and Chief Executive Officer  
Adobe

wAX4y-2FTc  
  
verify.certiport.com



7 Courses

Foundations of Digital Marketing and E-commerce

Attract and Engage Customers with Digital Marketing

From Likes to Leads: Interact with Customers Online

Think Outside the Inbox: Email Marketing

Assess for Success: Marketing Analytics and Measurement

Make the Sale: Build, Launch, and Manage E-commerce Stores

Satisfaction Guaranteed: Develop Customer Loyalty Online



Aug 2, 2023

## Anro Theunissen

has successfully completed the online, non-credit Professional Certificate

## Google Digital Marketing & E-commerce

Those who earn the Google Digital Marketing & E-commerce Professional Certificate have completed seven-courses, developed by Google, that include hands-on, practice-based assessments and are designed to prepare them for entry-level roles in the field. They are competent in foundational skills in digital marketing and e-commerce.

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Verify this certificate at:  
<https://coursera.org/verify/professional-cert/SAMD74WZE5E3>

