

ANRO THEUNISSEN

GRAPHIC AND MULTIMEDIA DESIGNER

 www.anrotheunissen.com

 +27 67 400 0609

 anrodlx1999@gmail.com

Multimedia designer with **over five years working experience** specialising in brand, digital, marketing, print, video and motion design.

WORK EXPERIENCE

Graphic Designer | Instacom | April 2026 - Current

- Edit long-form videos, paid ad videos, Reels and short-form content for Facebook, Instagram, TikTok and LinkedIn.
- Design and animate motion graphics, including logo animations, to keep brand content consistent across social and paid campaigns.
- Create paid ad creative, including digital banners, sponsored post visuals and A/B test variants, optimised for performance marketing [add result if available].
- Design print and large-format materials, including product catalogues, corporate brochures, pull-up banners and expo stands.
- Build brand guidelines, wordmarks and product photography assets that keep the brand consistent across physical and digital touchpoints.

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

- Created the visual identity and brand guide for a new safety and reliability podcast.
- Produced branded podcast assets, including social content, promo videos, cover artwork and animated logo and intro graphics.
- Edited podcast and promotional video content, with motion graphics and audio enhancement.
- Designed web pages aligned to the new brand system.

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 | Dec 2023 - Oct 2024

- Managed 20+ client accounts, producing static, video, motion and short-form content and raising engagement by 30 to 60% using Meta Analytics and platform insights.
- Ran and optimised paid campaigns on Meta and Google, nearly tripling lead volume (12 to 35 leads per week) through A/B testing and creative optimisation, with no increase in budget.
- Designed and built websites and e-commerce stores on Shopify, Wix and WordPress, improving UX and lifting conversion rates by 20 to 40%.
- Led client communication and delivery, meeting KPIs, deadlines and campaign objectives while maintaining client retention.

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.

Montigny | Systems Administrator & Internal Auditor | July 2021 - Dec 2023

- Administered MicroForest, including the setup, maintenance, and updating of supplier packages
- Carried out COC audits for internal processes and external suppliers

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

Analytics & Scheduling

- Google Analytics
- Meta Analytics
- Loomly

Project / Workflow

- ClickUp
- Notion

Marketing & Email

- Mailchimp
- Meta Ads Manager
- Google Ads

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 Seta CEO

22/09/2020

Date of Issue

CN: IS/LA/ETQA/01811

Awarded as an original document with no alterations



POTCHEFSTROOM
ACADEMY
and school of

Higher Certificate in Photography

(SAQA ID: 91875 NQF Level 5 130 Credits)

awarded to:

Anro B Theunissen

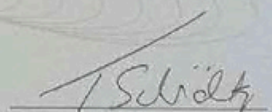
(ID: 991121 5022 087)



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.certipoint.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>



REPUBLIC OF SOUTH AFRICA

STATEMENT OF RESULTS / STAAT VAN UITSLAE
NATIONAL SENIOR CERTIFICATE / NASIONALE SENIOR SERTIFIKAAT

NOVEMBER 2017

ANRO BRUNO THEUNISSEN

EXAMINATION NUMBER / EKSAMENNUMMER: 5171121420079
 ID NUMBER / ID NOMMER: 9911215022087
 DATE OF BIRTH / GEBOORTEDATUM: 19991121
 CENTRE / SENTRUM: (5112142) PIONIER H

(1) ZULULAND KWAZULU NATAL DEPARTEMENT VAN ONDERWYS

Code Kode	Subjects Vakke	Percentage Persentasie	Achievement Level Prestasievlak
AFRHL	Afrikaans Huistaal	66	5
ENGFA	Engels Eerste Addisionele Taal	79	6
MLIT	Wiskundige Geletterdheid	71	6
LIFE	Lewensoriëntering	83	7
AGRS	Landbouwetenskappe	56	4
CATN	Rekenaartoepassingstechnologie	71	6
GEOG	Geografie	62	5
XXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXXXX
XXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXXXX
XXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXXXX
XXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXXXX
XXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXXXX
XXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXXXX
XXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXXXX
XXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXXXX
XXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXXXX

Die kandidaat kwalifiseer vir die Nasionale Senior Sertifikaat en voldoen aan die minimum vereistes vir baccalaureus graad-, diploma of hoër sertifikaatstudie soos gepubliseer in die Staatskoerant vir toelating tot hoër onderwys.

Hama
 HEAD OF DEPARTMENT : EDUCATION
 DEPARTMENTSHOOF : ONDERWYS

DATE / DATUM 2017/12/29

Achievement Level Prestasievlak	Achievement Description Prestasiebeskrywing	Marks % Punte %
7	Outstanding achievement / Uitnemende prestasie	80 - 100
6	Meritorious achievement / Verdiensteleke prestasie	70 - 79
5	Substantial achievement / Beduidende prestasie	60 - 69
4	Adequate achievement / Voldoende prestasie	50 - 59
3	Moderate achievement / Matige prestasie	40 - 49
2	Elementary achievement / Basiese prestasie	30 - 39
1	Not achieved / Ontoereikende prestasie	0 - 29

DIE NASIONALE SENIOR SERTIFIKAAT SAL AAN DIE SKOOL GESTUUR WORD.

THE DEPARTMENT RESERVES THE RIGHT TO EFFECT CHANGES TO THIS DOCUMENT IF NECESSARY.
 INDIEN NODIG BEHOU DIE DEPARTEMENT DIE REG OM WYSIGINGS AAN DIE DOKUMENT AAN TE BRING.