Katinka van Zyl

National Marketing & Communications Manager

"Make it impossible to ignore. Make it worth paying attention to."

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6
Marketing & community coordinators led nationally

52.8%
Average newsletter open rate (Klaviyo)

8.9M
Facebook and Instagram views, Jan to Nov 2026

36
Video assets per quarterly production cycle

Profile

A strategic and creatively driven marketing professional with experience spanning customer relationship management, lifecycle marketing, integrated communications, brand strategy and digital marketing.

Currently leading national marketing at CampusKey, a South African student accommodation provider, with responsibility for customer communications, CRM workflows, campaigns, digital channels, budgets and a six-person team.

Experienced in automated customer journeys, audience segmentation, email marketing and communication strategies that support engagement and retention. I combine analytical thinking with creative execution, and I'm passionate about turning complex customer journeys into seamless brand experiences.

Experience

National Marketing & Communications Manager

Oct 2023 – Present

CampusKey (Hospitality)

Leading national marketing strategy, communications and creative execution across six CampusKey locations in South Africa.

CUSTOMERS & CRM

- **Lifecycle:** communications from first enquiry and onboarding to resident engagement, rebooking and alumni.
- **Automation:** targeted workflows in Klaviyo, Mailchimp and CampusKey's custom CRM, Modus.
- **Email:** newsletter campaigns, segmentation and performance analysis; 52.8% average open rate, 7.2% click rate.
- **Retention:** rebooking campaigns that strengthen resident relationships and encourage continued bookings.

STRATEGY & PERFORMANCE

- **National strategy:** integrated campaigns across digital, social, email and on-site touchpoints.
- **Social:** Facebook and Instagram reached 8.9M views and 104K link clicks, January to November 2026.
- **Analytics:** monitor performance and present insights and recommendations to senior leadership.
- **Budget:** plan, allocate and monitor the national marketing budget.

LEADERSHIP & CREATIVE

- **Team:** directly manage six Marketing & Community Coordinators across South Africa, overseeing execution, quality, deadlines and brand consistency.
- **Creative direction:** lead national content campaigns and quarterly shoots, producing around 36 video assets per production cycle.

Social Media, Community & Marketing Coordinator

Apr 2022 – Oct 2023

CampusKey (Hospitality)

MARKETING & COMMUNITY

- Led local marketing campaigns, social media, community engagement and student communications for the Pretoria operation.
- Planned and ran events and community initiatives focused on student engagement and relationship building.

OPERATIONS & TEAM

- Managed student-facing communications, customer queries and operational touchpoints for the resident experience.
- Managed marketing budgets and coordinated 12 student interns and mentors; progressed into national management.

Earlier experience

SEO Copywriter
2021 – Aug 2022

Starbright Digital Marketing Agency

- Developed SEO-optimised website content, blog articles, email campaigns and brand communications across multiple industries (including a freelance period).
- Created conversion-focused, audience-specific copy for digital marketing initiatives.
- Collaborated on content strategies balancing search visibility, audience needs and brand consistency.

Founder & Marketing Manager
2020 – 2023

Thrifty Thieves (sustainable fashion retail)

- Founded and managed a sustainable fashion retail business, overseeing brand development, customer engagement and digital marketing.
- Grew an organic Instagram community to more than 4,500 followers and achieved over 90,000 TikTok views.
- Managed brand communications, customer relationships and marketing budgets.

Marketing Team Member, PUKfm Radio Station · 2018 – 2020

Social Media Intern, The Project Marketing Agency · May – Jul 2017

Core expertise

CRM & lifecycle marketing
Customer journey mapping, email marketing, marketing automation, audience segmentation, retention communications, customer engagement

Marketing & brand strategy
National marketing strategy, digital marketing, integrated campaign development, budget management, paid media strategy, brand management

Leadership & communications
Team leadership, project management, stakeholder management, copywriting, internal and external communications, creative direction, crisis management

Content & campaigns
Campaign planning and development, content planning and creation, SEO copywriting, social media analytics, research, scheduling

Tools

CRM, email & HR
Klaviyo, Mailchimp, Modus CRM, BambooHR

Analytics & ads
Google Analytics, Google Search Console, Meta Business Suite, TikTok Ads Manager, LinkedIn Campaign Manager

Design & video
Adobe Photoshop, Illustrator and InDesign, Figma, Canva, CapCut

Web & productivity
WordPress, Wix, Asana, Microsoft Word and PowerPoint, Google Forms

Education

Master's in Marketing & Communication
University of South Africa (Unisa) · 2023 – Present

BA Communication Management Sciences
North-West University · 2018 – 2020
With distinction · Golden Key

Google Analytics for Beginners
Google Analytics Academy · 2021

BA Honours in Strategic Brand Communication
Vega School · 2021
Pencil award winner, best student

Desktop Publishing Diploma
Vega School · 2017

Matric
Highschool Garsfontein · 2016
Four distinctions

PORTFOLIO

Campaigns, content, social results and case studies:
katfolio.co.za

REFERENCES

Contact details of references, reference letters, certifications and writing and design examples available on request.