



# KARL RAPP

## CONTACT

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"Karl has proven to be innovative and creative, thinking out of the boxes delivering the best most innovative approach to my marketing requirements in a cost effective and high-quality manner across a broad range of requirements. He always delivers on time, is reliable. It was an absolute pleasure working with Karl. He is a consummate professional and does everything he is tasked with to the best of his ability, delivering a meticulous, well strategized, exceptionally well delivered activation. I could always rest assured knowing that everything would be well executed efficiently and timeously.

It gives me great pleasure to endorse Karl I know he can deliver on any task he undertakes in a professional manner."

Gabrielle Erasmus  
National Marketing Executive | Mustek Limited

## PROFILE

I am an extensively experienced, dynamic, managerial professional. An accomplished specialist in the development of creative, marketing & advertising industry. My competence is derived from (18+) years of high level professional exposure, commensurate & inclusive with a career of constant growth.

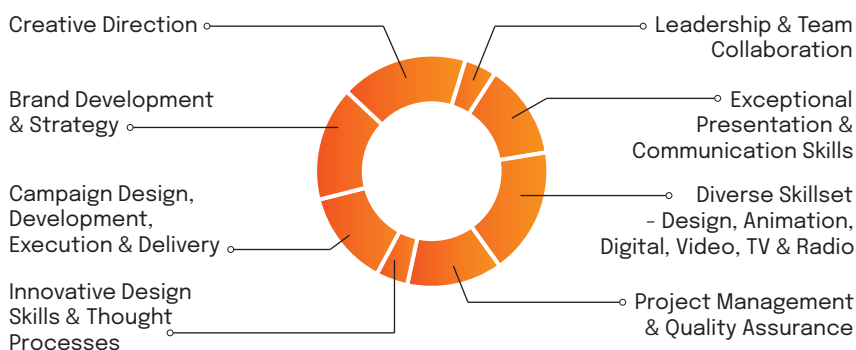
My skill forte is that of a qualified multimedia specialist, with substantial industry experience. I specialise in creative direction, art direction, digital marketing, multimedia, brand development, 2D and 3D animation, video production & innovative design, which makes for a versatile & appreciated valuable team member in projects, partners & clients.

I enjoy recognition from my clients & colleagues as a talented creative director having the ability & flair for delivering innovative creative ideas/campaign creation.

My tertiary education in architecture/town planning has supported my expertise in numerous creative fields, thereby allowing the acquisition of superlative experience in multiple disciplines. My further educational development has afforded me vast support in my competence.

In as much with the exposure of the above, these acquisitions have provided me with intricate knowledge of all aspects of the creative life cycle of creating ideas, formulations, gauging results, & the execution/progress of deliverables & tasks.

## CORE COMPETENCIES



## PROFESSIONAL QUALIFICATIONS

Advanced Digital Marketing Diploma  
DSM - Digital School of Marketing, 2021

CPD Certificate - Selling Processes  
CPD Certification Service - DSM Channel, 2021

Artificial Intelligence in Digital Course  
The Connected Marketer, 2018

HP Alliance Training & Brand Training  
Hewlett Packard, Dubai, 2008

3D Animation and Graphic Design Diploma  
Damelin, 1997

Town and Regional Planning National Diploma  
University of Johannesburg, 1996

"Positive motivator that allows all to participate in idea forming and thought leadership.

Exceptional marketing skills that in turn ensure a market ready product that exceeds requirements.

Karl is a strong team player who both leads and directs his assigned personnel."

Noel Wright  
Quantica: Telco  
Enterprise Sales and  
Business Development

## CULTURAL EXPOSURE



Australia, New Zealand, China, Japan, Indonesia, Malaysia, UK, Ireland, USA, Italy, Greece, France, Germany, UAE, Morocco, Namibia, Nigeria, Kenya, Tanzania, Uganda, Ghana, Egypt, Botswana, Zimbabwe, Madagascar, Mauritius, South Africa.

## CAREER CHRONOLOGY

TQ Group Pty Ltd	Media Evolution Pty Ltd	Digital Marketing Services Pty Ltd	Sketch New Media Pty Ltd
Executive Producer and Creative Lead	Creative Director	Creative Director	Creative Director
Oct 2020 till Current	Aug 2010 till Sept 2020	Feb 2008 to Jul 2010	Apr 2005 to Jan 2008

## PRIOR TENURES

Titan Productions  
Apr 2003 to Mar 2005

Boogertman &  
Krige Architects  
Feb 2001 to May 2003

## PROFESSIONAL EXPERIENCE

### TQ Group Pty Ltd

[www.tqgroup.co.za](http://www.tqgroup.co.za)

The leading digital broadcasting agency for the largest private broadcasting networks in Africa. Retaining leading financial and parastatal organisations throughout Africa as clients. Managing communications, marketing, digital marketing, creative content, and analytics across the continent.

**Creative Director / Executive Producer ( Oct 2020 till Current)**

*Inter alia:*

- Develop, implement & manage the overall digital division.
- Lead the internal creative team to execution of deliverables and campaigns against client brand strategies & goals.
- Working effectively with internal cross-functional teams including strategy, product, sales & marketing to drive 360 degree campaigns.
- Design and head up marketing campaigns from initiation through to the full life-cycle.
- Headed up internal brand development and strategy.
- Ensured creative concepts are of the highest quality.
- Principle client liaison contact from managerial to executive level ensuring that clients requirements are achieved at all times.
- Key player in business development, presentation of business proposals, providing solutions to clients for consideration.
- Responsible for the effective adherence of project timelines, budget and program deadlines.
- Manage talent deliverables and vendors on assigned projects.
- Analyzing of brand tracking, marketing trends, consumer requirements & the competitive landscape.
- Actively being the trend visionary, bringing new advanced ideas to the forum, inclusive of collaboratively building on others' concepts by engagement, thereby building stronger digital content & communities.

Clients:

United Nations Global Compact | Standard Bank | Transnet Ports Authority | Road Accident Fund | Mustek | AxizWorkgroup | PNA

### Media Evolution Pty Ltd

[www.mediaevolution.co.za](http://www.mediaevolution.co.za)

A fully integrated B2B strategic digital marketing and creative agency focused on next generation platforms.

**Creative Director ( Aug 2010 till Sept 2020)**

*Active in:*

- Creative principle on global client portfolios.
- Operating & partnering with clients to realise the total potential of creative campaigns.
- Presentation of proposals & creating powerful new innovations, persuasively
- Being principle contact for new and current clients.
- Outlining, approving and presenting specifications for all design requirements.
- Hands on assistance & development of all projects from Genesis to delivery.
- Mentoring team members in development, project progression & measurement.
- Affording clients with multiple creative options/ensuring overall satisfaction & direction.
- Ongoing liaison with internal/external teams for ensurement that all projects remained consistent.
- Proposing improvements on design and functionality.
- Maintaining continuity throughout all projects both technically & creatively.
- Communicating design strategies to clients/creative teams.
- Monitoring & managing KPI's within client budget, programme & constraints.

Clients:

Hewlett Packard | Microsoft | Cisco | Dell | Acer | IBM | Lenovo | Huawei | Intel | AIG | Vodacom | Business Connexion | Nedbank | Development Bank of South Africa

*"In working with Karl, one thing was memorable - how calm and professional he stayed during difficult times. He is an incredibly talented and resourceful person and certainly someone you would want to help drive the strategic marketing direction of your company. He just has the magic touch on the creative side of life and would "dream up" the most incredible designs and campaigns at the drop of a hat. I hope to have the opportunity to work with him again in the future."*

Annette Hieber  
Cyber Security and Identity Management

## PROFESSIONAL EXPERIENCE

DMS - Digital Marketing Services Pty Ltd

[www.digitalplanet.co.za](http://www.digitalplanet.co.za)

Enriching every South African's life with access to technology.

Creative Lead / Marketing Manager ( Feb 2008 to Jul 2010)

*Delivered:*

- Coordination of advertising campaigns & ensuring completion on time/within budget.
- Developmental concepts for advertising or promotional campaigns.
- The development of new ideas to clients & directors by way of presentation.
- Pro's & con's to clients to amend their requirements as necessary.
- The update of progress and address/close-out their queries.
- Briefing of storyboards & translation of ideas to the creative team.
- Driving multiple projects from conception to completion in accordance with client programme deadlines.
- Evaluation of and if necessary the modification to content/progress of projects before completion.
- Hiring, developing, managing & mentoring the creative team.
- Ensuring all the organisation's or client's visuals are consistent with the overall brand by way of revision.
- Development, content & writing scripts
- The management of budget by forecasting & reviewing the management of expenses & KPI's.

Clients:

Netpartnering | LG | HP | Huawei | Acer | Asus

## INTERESTS



## LEADERSHIP STRENGTHS

Self-motivated and performance driven

Extensive experience managing large creative teams

Ethical behaviour

Natural leader

Strong communication skills

Solutions driven

Strong orientation towards client service

Resilience under pressure

Diverse experience

## SOFTWARE SKILLS

<b>Ps</b>	Photoshop
<b>Ai</b>	Illustrator
<b>Id</b>	InDesign
<b>Ae</b>	After Effects
<b>Pr</b>	Premiere
<b>Dw</b>	Dreamweaver
<b>3d</b>	3D Studio Max
<b>365</b>	Office 365

## CREATIVE SKILLS

WHAT I CAN DO FOR YOU

Creative Concept

Brand Development and Strategy

Digital Marketing / Strategy

Social Media

Graphic Design

Corporate Identity

Video Production / Editing

Web Design

3D / 2D Animation

Sketch / Figma

Copy Writing

## REFERENCES

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