

NADINE VOSLOO



Contact

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Skills

- **Brand Strategy & Development**
 - **Public Relations & Media Relations**
 - **Product Innovation & Development**
 - **Global Sales & Business Expansion**
 - **Creative Direction & Content Creation**
 - **Motivational Speaking & Public Engagement**
 - **Strategic Marketing & Digital Campaigns**
 - **Skilled Project Management (National & Global Scale)**
 - **HR Management & Contract Administration**
 - **SOP Development & Compliance**
 - **Process Optimization & Productivity Enhancement**
 - **Leadership & Team Empowerment**
 - **Workshop Design & Public Speaking**
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Summary

Founder of Tjhoko Paint, Nadine Vosloo has transformed a local brand into a global success, specializing in creative direction, strategic marketing, and business development. With expertise in project management and leadership, she empowers businesses to achieve sustainable growth with authenticity and passion. She leads the strategic direction, creative vision, and overall growth of the brand, overseeing product development, marketing strategies, and business operations. Drive brand identity and market expansion while fostering a positive work culture and guiding teams to achieve sustainable success.

- **Founder & Visionary of Tjhoko Paint:** Conceived and developed the Tjhoko Paint brand, including naming, packaging concept, unique selling proposition (USP), and colour range. Created a compelling brand story that resonates globally.
- **Global Brand Builder:** Successfully positioned Tjhoko Paint as an international brand within 7 years through innovative marketing strategies, hands-on leadership, and unwavering dedication.
- **Product & Business Development:** Spearheaded the development of Tjhoko Paint's unique product range, from initial concept to market-ready products. Managed all aspects of business development, global sales management, and customer relationship building.
- **Public Relations & Brand Identity:** Built and fostered a brand voice that is authentic, sincere, and creative, establishing Tjhoko Paint as a trusted name in the market. Developed strong relationships with key media players, enhancing the brand's visibility and reach. Cultivated a loyal customer base through consistent and meaningful engagement, strengthening overall brand loyalty.
- **Skilled Project Management:** Demonstrated a skilled approach to project management, successfully overseeing and executing complex projects on both a national and global scale. Managed timelines, resources, and cross-functional teams to deliver impactful results that align with business goals.
- **Motivational Speaker:** Actively shares the story of *Making a Difference by Following Your Dreams* at numerous events, encouraging others to act on their aspirations with authenticity and passion. Inspires audiences to pursue their goals and to take decisive actions rather than letting their dreams remain unfulfilled.
- **Marketing & Sales Leadership:** Designed and executed unique marketing concepts and strategies that built brand loyalty and expanded market reach. Managed sales and marketing functions, focusing on both domestic and international growth.

Education

UNISA
PRETORIA
POST GRADUATE
CERTIFICATE IN EDUCATION
2016

- CUM LAUDE

UNISA
PRETORIA
Bachelor of Arts:
PSYCHOLOGY
2010

- CUM LAUDE

KLERKSDORP HOËRSKOOL
KLERKSDORP
Certificate of Higher Education
1998

- Academic Achievement Award
- Dux learner award 1996-1998
- Was selected as Head leader
- Part of the Junior Counsel Committee

- TV & Media Personality:** Featured as the face and creative force behind the DIY segments in the six-season TV show, *Doodgewone Jo*. Conceptualized, planned, and hosted the TV show *Plan of Action*. Regularly appeared on DSTV Home Channel, KYKnet, and VIA, establishing a reputation as a South African DIY icon.
- Author & Creative Director:** Authored the book *Our Stories, Our Colours, Our People*, capturing the spirit of Tjhoko Paint and the community behind it. Served as a creative director and writer for numerous articles in *Home Magazine*, *Ideas Magazine*, *Home Owner Magazine*, *West Coast Escape Magazine*, and *Creative Hobbies Magazine*.
- Workshop & Expo Expertise:** Developed and presented engaging workshop concepts and product demonstrations, sharing expertise with customers and stockists. Designed and executed trade shows and expos, elevating brand visibility.
- HR Leadership & Operational Excellence:** Directly responsible for HR functions, including contract management, designing and implementing Standard Operating Procedures (SOPs), and ensuring compliance across all levels. Optimised productivity through carefully crafted processes and systems that streamline operations and enhance team efficiency.
- Empowering Leadership:** Built and maintained an encouraging, well-organised, and empowering work environment, focusing on job creation and positive change. Known for fostering a culture of innovation, dedication, and forward-thinking among team members.

Experience

CREATIVE DIRECTOR AND BUSINESS STRATEGIST

TJHOKO PAINT | JOHANNESBURG | Jan 2016 - Current

Nadine Vosloo is a dynamic leader and strategist, overseeing the comprehensive growth and global expansion of **Tjhoko Paint** through a diverse set of responsibilities that encompass brand strategy, public relations, and team empowerment.

- Strategic Brand Building:** Spearheads marketing, sales, and promotional strategies to boost brand visibility and revenue, driving growth across 600 national and international outlets, with a presence in Dubai, Hungary, Romania, Switzerland, and multiple African countries.
- Product & Business Development:** Leads product innovation and business expansion with a focus on quality and sustainable growth, crafting business plans that align with revenue objectives.
- Creative Direction & Content Creation:** Manages creative direction for brand content across social media, TV, and editorial publications. Authored a book in 2021 highlighting the brand's journey and values.
- Public Relations & Customer Engagement:** Builds strong relationships with media and customers, ensuring a positive brand image and exceptional customer experience.
- Workshop & Trade Show Management:** Executes workshops and trade shows to connect with clients, demonstrating the brand's capabilities and fostering engagement.

- **Global Sales & Client Relations:** Drives international marketing and sales initiatives while nurturing relationships with global clients to expand Tjhoko Paint's reach.
- **Leadership & HR Management:** Oversees team evaluation, performance management, and HR functions, promoting an empowering and productive work environment.
- **Reporting & Cross-Selling:** Prepares business development reports, analysing customer needs to identify cross-selling opportunities.
- **Skilled Project Management:** Leads complex national and global projects, aligning resources, timelines, and goals to achieve successful outcomes.
- **Process Optimisation & Productivity:** Develops and implements Standard Operating Procedures (SOPs) to enhance productivity, streamline operations, and ensure compliance.
- **Motivational Speaking & Public Engagement:** Acts as a motivational speaker, sharing insights on achieving success through authenticity and passion, inspiring both individuals and businesses.

FOUNDATION PHASE EDUCATOR

CURRO KRUGERSDORP | KRUGERSDORP | Jan 2013 - Dec 2015

FOUNDATION PHASE EDUCATOR AT ALMA MATER

ALMA MATER | KRUGERSDORP | Jan 2011 - Dec 2012

INTERNSHIP

CALDER SCHOOL OF DESIGN | JOHANNESBURG | Jan 1999 - Dec 1999

Languages

Afrikaans, English: First Language

References

- AVAILABLE ON REQUEST

Hobbies and interests

READING | WRITING | PAINTING | DRAWING

WALKING | SPENDING TIME WITH FAMILY & FRIENDS