S. ELIZABETH (Liezl) PIETERS-LIEBENBERG

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FULL - STACK END- T0-END

MULTIMEDIA- & GRAPHIC DESIGNER • ONLINE STRATEGIST •
VISUAL STORY TELLER • CONTENT WRITER • BRAND & GROWTH MANAGING

BACKGROUND

A seasoned multimedia designer with 23 years of experience spanning a wide range of creative and technical roles. My core expertise lies in graphic design, video production, and comprehensive brand strategy. I have a proven track record of creating impactful visuals, from concept to final execution, for both digital and print media. When not working, I am a well-balanced person who enjoys spending time in nature with family, serving in the worship band, exercising, hiking, or reading a book.

IN SUMMARY

RELEVANT SKILLS

• Creative Direction & Management: Project leadership, brand conceptualization, creative team collaboration, and client relations.
• Graphic Design & Branding: Logo design, corporate identity, print materials (catalogs, flyers, banners), and visual asset creation.
• Video Production & Editing: Scriptwriting, video editing, motion graphics, and 2D/3D animation direction.
• Web Development & SEO: SEO research, web design (WordPress), e-commerce setup, and brand growth management.
• Digital Marketing: Social media campaigns (Meta Business Suite), content strategy, analytics reporting, and CRM management (Brevo).
• Technical Proficiency: Workflow across platforms, including CorelDRAW, GIMP, DaVinci Resolve 19, and Google/Meta services.

PROFESSIONAL EXPERIENCE

Creative Directing & Digital Strategising | In ministry (10 yrs) • Various Clients (2012 to present)

• Led and managed a diverse range of design, branding, and digital marketing projects.
• Conceptualized, designed, and launched brand identities and websites for multiple businesses.
• Developed and executed social media and digital marketing campaigns, including content creation and analytics reporting.
• Directed and produced corporate and brand videos, overseeing all aspects from scripting to final editing.
• Directed 3D Projects and personally responsible for the brand design, graphic design, animation-character design, and video editing for Traxdor. I also managed a small team that included a 3D Modeler to bring relevant brands to life.

CORE COMPETENCIES

• Graphic Design: Proficient in designing for a variety of mediums, including websites, logos, brand identities, and print materials such as brochures, catalogs, and magazine advertisements.
• Brand & Product Development: Skilled in brand conceptualization, product visualization, and architectural prototyping. I excel at navigating the entire process, from initial design to production, including collaborating with 3D modeling teams and print vendors.
• Web & SEO: Specialized in SEO-driven web design and brand development. I have successfully created and maintained high-ranking websites that convert to leads and drive sales. Skills include SEO research and writing, HTML proficiency and fimiliar with CSS and PHP.
• Video & Animation: Various video production projects encompassing scriptwriting, video editing, graphic design, and both 2D and 3D animation directing of small projects.
• Digital Marketing: Medium level experience in digital marketing, including blogging and social media campaigns, with a strong use of Google services (Analytics, Search Console, Business Profile) and Meta Business Suite for campaign management.
• Technical & IT Roles: Adept at web IT, hosting, and CRM integration, with a strong understanding of navigating various technical specifications and client-specific marketing profiles.

DIGITAL PORTFOLIO

YouTube Channel: https://www.youtube.com/swordadverts

Client Video Reviews:
1. https://www.sworddigital.art/testimonial/shopping-cart-website-design-review/
2. https://www.sworddigital.art/testimonial/product-branding-strategy-design-review/
3. https://www.sworddigital.art/testimonial/seo-web-design-firm-review/

Website Main Links:
1. Short Multi-media Introduction: https://www.sworddigital.art
2. Christian-Jewish Faith Designs:
2.1 Shin: https://www.sworddigital.art/multimedia-design-portfolio/christian-jewish-brandmarking/
2.2 The Harvest: https://www.sworddigital.art/multimedia-design-portfolio/evangelical-mission-brandmarking/
3. Identity Design: https://www.sworddigital.art/portfolio-type/corporate-identity-design/

EXPERIENCE

MOST RECENT WORK

Kammanassie Almonds (https://www.kammanassiealmonds.co.za)
Complete brand & growth development - from zero brand to a position in the
• Spearheaded all brand- and product conceptualization, design, SEO, and e-commerce setup.
• Established and managed social media campaigns, brand growth, and are currently in the final stage of introducing a B2B system (B2BKing) integrated with a CRM Marketing Growth system.
• Cultivated a brand identity that uplifts the local worker community, creating pride in their contributions, although further development are essential.

Mobicam (https://www.mobicam.co.za)

• Delivered a complete brand concept, application illustration and SEO-optimized web design running on an e-commerce catalog back-end, with minimal input from the employer.
• Collaborated with a 3D Modeler as the artistic and concept director to visualize the brand.

The Brand & Identity Improvement, SEO web design, SEO research and writing, all depiction, and video editing for the following websites:

1. https://www.stbuilders.co.za
Additonally, monthly dedicated portfolio and social media campaign work.

2. https://www.linad.co.za
Additonally, monthly dedicated portfolio and social media campaign work.

3. https://www.tumagamefarm.com
Monthly dedicated blog writing was done in collaboration with an outsourced marketing and social media team.

3. https://www.bigdaddysrestaurant.co.za
Digital Signage, monthly dedicated web maintenance and local SEO digital marketing.

4. https://www.brandtactics.co.za
All branding, business conceptualization for Local Digital Signage, SEO web design, SEO research and writing, product design and conceptualization, and e-commerce setup. I am currently training a team to handle graphic web design, brand video editing and loop videos, marketing, and CRM on Brevo.

SELECTED VIDEOS

Selected Videos at the following links of my youtube channel:
1. https://youtu.be/Ol8ZnJ4YiwE - 2D Animated video
2. https://youtu.be/YdZKfTJrgDo
3. https://youtu.be/46FuDywf9oA
4. https://www.youtube.com/watch?v=BbiJYQsIFJE)
5. https://youtu.be/l5uw3CC4RIE
6. https://youtu.be/_xKvl2PaXFo
7. https://www.youtube.com/watch?v=JWMzjqkMXH8
8. https://youtu.be/l9tdv1Y5AMs
9. https://youtu.be/D7rMuiPi08Y
10. https://www.youtube.com/watch?v=VZCD6nk1JA0 - showreel pre-2018
11. https://youtu.be/cg3qtaO-3pk

TIMELINE BACKGROUND & EDUCATION

FURTHER EXPERIENCE

Short portfolio 2012 to 2021:

In 2012 a clear direction unwrapped before me that led to the business world.

Career Highlights & Brand Strategies
In 2012, I launched my own design studio, SWORD, and established a high-caliber portfolio. The following career highlights demonstrate my expertise in brand strategy, web development, and digital marketing.

National Brand & Web Strategist: Traxdor Cape (2016 - 2023)
I spearheaded the product visualization and branding for Traxdor Cape's patented security product, Legion Guard. My work included conceiving the new brand, designing a unique icon and logo animation, and crafting all marketing materials for the 2016 product launch, including:

Product Brochure, Explainer, & Banner Booth at Head Office, Product Explainer Videos, Virtual demonstration videos, Interactive Login-Membership and SEO Website

The launch at the Cape Home Expo generated an impressive 300 leads, and the Legion Guard brand has since become a national name with two sub-brands, Armorshutt and Clearvista. I specialized in creating photorealistic 3D art for branding, demonstration, and corporate videos, along with designing websites and illustrated brochures. This successful campaign culminated in a feature on the TV program 'Ontbytsake' and the company's rise to a national security provider for Top Carpets.

National Brand & Web Strategist: Der Lederhandler (2017 - 2025)
I revamped the website for a national leather apparel manufacturer with a strong focus on SEO. My strategy involved creating a searchable online inventory based on a detailed SEO plan, which was a significant challenge but ultimately successful.

To showcase their products professionally without the high cost of model photoshoots, I designed a layer-based composition system that provided industry-standard visuals at a fraction of the cost. I continue to manage their website's "window dressings" and product displays. My work helped establish Der Lederhandler as a national brand, leading to a 300% growth in website sales within the first five months and instilling a sense of pride in their factory personnel.

LIST:

Logo Design and brand development: Legion Guard Product brandmarking, concept design and branding with two sub-brands. Legion Guard warrior identity animation. Dekker Biotech's Company brandmarking, concept design and accompanying three sub -logos, Eco-active Biosoil, Eco-active Biotrap, Eco-active Biotabs, Arena Pumps Cartoon Character development and concept design, Pure Truth logo, Auto Advance brandmarking, Medical Practice Solutions Logo are among the most prominent.

SEO Web Design: karoowater.co.za, derlederhandler.com (hand over), traxdorcape.co.za, swartbergerlodge.co.za (terminated), dekkerbiotech.co.za, puretruth.life, acsair.co.za, mossautospares.co.za (terminated), and Cattle Baron Mossel Bay/George (terminated), eaglefans.co.za, safarinjema.co.za (terminated), gsconstruction.co.za (terminated)

Storytelling & Visual Video Editing: 3D demonstrations, episode-based animation advertising for Arena Pumps, and all Traxdor Cape's video demonstrations and corporate presentations. Various website background animations and -videos for Dekker Biotech. Video Introduction for artistic director of WAHL South Africa. Commercials for Milky Lane Mossel Bay, Nissan Mossel Bay, Alcare South Africa, and NX Hair Academy.

Gloss brochure and advertisement design: Dekker Biotech product launches & Company Profile, Diaz Water Park Swim-Mungous Campaign, Der Lederhandler Web Facelifts, ST Builders Company Profiles, GS Construction magazine advertisements, Traxdor Cape's Legion Guard glossy brochures and catalogues, Wine Barrel furniture catalogue, and Construction Company Profiles GS Construction and Amik.

June 2002 - March 2012

JUNIOR MULTIMEDIA- & GRAPHIC DESIGNER IN MISSION FIELD

911 Spiritual ICU & Trauma Unit (NGO - Connected to Shepherd's Flock)

From 2006, I co-produced documentaries that aired in Africa and part of Europe on satellite TV. My work focused on visual storytelling and scriptural illustrations, where I seamlessly integrated graphic design, video editing, and music editing.

SOCIAL WORK ASSISTANT, PRO & PRE-SCHOOL TEACHER

Child- & Family Welfare AND Sonrise Pre-school | June 98 - October 99

Teaching 3 to 4-year olds, coordinating community projects together with the professional therapeutic team including parenting seminars at the school.community.

LANGUAGE SKILLS

Mother tongue: Afrikaans.
Fluent in English and experience in creative writing and script writing for marketing projects.

EDUCATION

IN-SERVICE TRAINING

911 Spiritual ICU & Trauma Unit (NGO) | June 02 - March 12

As a junior multimedia designer, I gained valuable in-house training in graphic design, web design, and cinematic video editing for Christian media. I also learned how to develop marketing materials and launch campaigns.

DEGREE

UNIVERSITY OF STELLENBOSCH | Jan 94 - Dec 97

Studied B.A. Soc. -While my academic focus was on psychology and social work, my passion for design and layout ultimately guided my career path. This was highlighted during a third-year assignment when a professor, noticing my precise design and layout skills, expressed that he would be pleased to have me as an assistant—an invitation I valued even more than postgraduate study.

DIPLOMA

VRYHEID KOLLEGE | Jan 93 - Dec 93

N5 in Computer proficiency. This included DOS, WordPerfect, MSWord, Excell, Powerpoint, Typing, and Office Management

GRADUATE

HIGH SCHOOL VRYH EID | Jan 88 - Dec 92

I matriculated with university admission and a focus on double science at the higher grade level. From grades 8 through 12, I was honored to be a part of my school's highest merit class—a significant achievement in a school of over 1500 learners.

REFERENCES

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SKILLS

- Corel Draw • GIMP • Photoshop • Canva
- Davinci Resolve19 • Avid Media Composer
- ActivePresenter • AI Video Express
- Wordpess • HTML • CSS • Kadence • Sliderrevolution • Online IT
- E-commerce - Woocommerce Query Loops
- MS Word Office • Google Docs

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