

ERIK.VERSTER RESUMÉ



I come from a graphic design background, but I have always been drawn to digital solutions and technology as I am able to understand it and train myself on it. To view my showcase site go to evshowcase.co.za

I am currently on a 4 day per week retainer. This makes Fridays available to start off with some small projects with the aim of finding a more permanent or long-term engagements. Ultimately, I would like to leave where I am currently employed. I am looking for remote/hybrid opportunities.

Skills

1. Wordpress (Wordpress is of the most used platforms to build websites with).

Look-and-feel of sites, using Wordpress Themes

- Avada theme
- DIVI theme
- Several other themes using Visual Composer

Off-the-shelf plugins and add-ons to Wordpress sites, such as Woocommerce online store plugin with payment portals. Advanced Custom fields, Ninja Forms, Gravity Forms, Translation plugins such as WPML and more.

1.1 Wordpress specialities

True functionality on all devices. Checking and testing my Wordpress sites to work properly from desktop computers to smartphones, even altering, adding or omitting content when viewed on different devices to ensure optimum user experience.

1.2 Forms (Data gathering and usage solutions)

- Event RSVPs invites
- Applications invites and online job applications
- Competition entries
- Contact forms (requests for services, bookings)

1.3 Online content from conventional design, eg. Printed publication to online versions, not just a downloadable pdf.

2. Mailers Bulk emailer software, specifically using Mailchimp Email Marketing platform.

Look and feel of mailers and importing of bulk mailing lists, acquired from clients or from subscription forms on a website.

3. Presentations / animation

- Pitches and Marketing presentations
- Social media content and short animations

Personal details

Name: Erik Verster

Home language: Afrikaans

Qualifications: BA Information design, University of Pretoria

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Date of Birth: 08 July 1969

Employment history

April 2011 – Present

Creative Director at Twisted Toast, Fourways – A marketing agency, producing brand content, corporate design and a range of design services. During my tenure here I established my WordPress and other digital skills.

September 2005 – March 2011

Creative Director at UCM (Media24), Sandton – What was initially my freelance client became my full-time employer. Mostly marketing design and the start of content websites and social media for FHM and heat magazines.

Older

You can ask me about my older work experience.

Education

Degree: BA Information Design, University of Pretoria, graduate 1991

School: Matriculated, Hoërskool die Wilgers, Pretoria, Matric 1987