

thomas weir

*"i'm an International Online Business Professional
i manage Marketing teams, Projects, Accounts, & Digital Products
i've worked on 5 Continents & speak the world's big 3 Languages"*

EXPERIENCE

SOUTH AFRICA (Cape Town) , 2022 – 2023

bpn.aero Global Air Logistics company - **International OBC Courier**
urgent Shipping & Air Freight , time-critical Dispatch & Import / Export of expedited
Industrial Auto Parts & Components, cross continental, for Panasonic , Audi ,
Hyundai + more

myfriendned.co.za Film, Modeling & Talent agency - **Brand Campaign Rep**
prior bookings: BMW, GQ, UBER, KFC, BVLGARI -- TV Commercials / eCommerce /
Editorial / Online Magazines / Social Media / eCommerce Catalog / 1 Feature Film
Previous mx agency - newiconworld.com

MEXICO (Cdmx) , 2019 – 2021

cuartonegro.com Digital Media agency **Client Consultant B2B Tech Sales**
clients : NETFLIX , CocaCola , Heineken , NISSAN , BoilerRoom.tv , BBVA bank
services : Online Advertising, Web Design + Coding, eCommerce, Digital Marketing,
Data Metrics + Web traffic, Motion Graphics, Tech Support, Social Media, Branding,
Video / Audio, Photo Studio

GERMANY (Berlin) 2016-2018

drsmile.de german Online Clinic & Webshop -**FrontEnd Webpage Designer**
UIX User Experience , Website Navigation , eCommerce Webshop Links + Layout ,
Webpage Brand + Logo , Architectural Shop Floor plans

creativeapparels.com global Textiles Manufacturer - **eu Accounts Director**
clients : ZARA , H&M , Pull&Bear , Forever21 , Bershka --- B2B European Marketing
Executive, and Client Relations Liason CRM + Factory visits in Asia

CHINA (Shanghai) 2013-2015

ablejeans.com major Chinese Denim Label **Business Development Manager**
direct competitors: Levi + Lees , role: link between Brand & Retail level , helping set
up 200+ new stores nation-wide

XSL Media startup Advertising Agency - **Project Manager (Marketing)**
clients: CalvinKlein, MarcJacobs --- channel Marketing (Sponsorship, Mobile Apps,
Billboards, Webpage, EventsPR , Social Media , Events PR

AUSTRALIA (Melbourne)

sprocket.com.au Touch Screen User Interfaces - **Digital Assembly Team**
clients: APPLE , ANZ Bank , QANTAS airlines , installing / programming electronic
Digital Directories

shavershop.com.au National Flagship SuperStore - **Retail Team Leader**
brands: Panasonic , Phillips , OralB - role: sales, budgets, ads, rosters, merchandise,
banking, training, - in the southern hemisphere's biggest shopping mall,
Chadstone.com.au

SKILLS (technical)

software / computer programs - Performance Data (Google Analytics, Google
AdWords), Marketing platforms (Facebook Ads, Instagram Business) , CAD design
(Solidworks, AutoCAD, Maya), VIDEO (AfterEffects, Youtube Channel creation,
Premier, Ssplice Video editor, TikTok Reels), Adobe (InDesign, Illustrator, Photoshop),
Office (Word, PPT, Excel), CRMs (Salesforce, Monday.com, Hubspot)

marketing channels - Digital, Content, SEO, Website, Social Media, Mobile App,
Performance, eMail, ABL (print TV Radio), BTL (Flyers)

business strategy - Project Management, B2B meetings online & in person, Profit /
Loss, KPIs Budgeting, Deadlines, Presentations

IT & web - website design, webpage content, eCommerce implementaion, UIX user
experience, social networks, emails

design & engineering - 3D CAD software, Rendering Programs, Graphics, Digital
imaging, Drafting,



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SKILLS (people)

Communication - english top 3% australia
wide, (ATAR.com.au ranking 2005) -
persuasive & friendly, with senior clients

Writing - creative & technical, published
online and in print & magazines

Teamwork - collaborating internally with
overseas and local office departments (CH ,
EU , USA)

Networking - socially connecting with
executive level prospective clients at events

Project & Team Management - briefs,
deliverables, deadlines, budgets, delegation,
meetings, corporate communication

Accounts / Relationships - with major multi-
million dollar global brands

LANGUAGES

English - native, top 3% verbal IQ, JIIG Cal'05

Spanish - fluent - 1000 words +

Chinese - basic working level - 200 words +

German - basic working level - 400 words +

EDUCATION

UNAM University , Mexico City 2019

Spanish Language Program

Jiaotong University , Shanghai 2014-2015

Chinese Language Program

MONASH University . Melbourne , 2006-2012

Bachelor of Product Engineering

CAD , UIX Interface, Manufacturing,

Diploma of Design

Digital Imaging, 3D CAD

Bachelor of Liberal Arts

Literature, International studies

atar.com.au - high school - year 13 - 2005

final year exams: top 10.9% in Aus, VCE

REFERENCES

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Senior booker , newiconworld.com

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Air Logistics company owner /
and global Auto parts Courier