



## Marc van Sittert

TTL Copywriter \* Brand SEO  
Technical Writer \* Web Author

SEO & overall digital content marketing, with a focus on crypto, fintech, business trends, the IoT, and health & well-being.

(+27) 74 831 0044



marc@stylerscrubs.com

Johannesburg, South Africa

## Quick Facts

Fluent in English and Afrikaans, with workable French, isiZulu, isiXhosa and Sesotho

*HubSpot Inbound Marketing certified*

Over 30 years experience in copy and content, e-commerce, and business at large

*I get it.*

## Professional Summary

After working for many years in the horticultural and construction sectors, I formalized my writing pursuits by joining a boutique agency as the resident copywriter. I currently produce copy for a number of regular clients on a freelance basis, and have tenure as a regular contributor at iLEAD et al digital marketing agency, Pretoria. I am the co-owner of Styler Scrubs (Pty) Ltd., an online apparel store catering for medical professionals, I am the co-founder of An Eye For Forex, a mutual forex and binary option trading collective, and also the MD of Sounds Good™, a placement agency servicing the entertainment needs of international hotels, promoting local talent.

## Education and Certification

- Effective Executives Assertiveness Training Certificate (AS)
- North Sotho Beginners Certificate (UP)
- HubSpot Inbound Marketing Certification (HubSpot)
- Metal Arc Welding Course (Dept. Labour)
- TEFL (Teaching English as a Foreign Language) Certificate (Rand International Language Center)
- Bushveld Eco Services' Veld Rehabilitation Training (BES)
- Turfgrass Management (UP)
- Matric (Grade 12) St. Joseph's College, Cape Town

## Current Clients



We listen...



Engagement Specialist

**POWER 98.7**  
NOW WE'RE TALKING



**LYRICS  
MAGAZINE**

**Bastion**

## Experience

### The Green and Construction Industries

March 1988 - 2014

I worked for many years as a wholesale manager and landscape contractor in the South African Green Industry. Later encompassing construction projects including wholesale renovations and new builds, contracting centered on both large residential and commercial sites. I spent some years as the Greenkeeper at Parkview Golf Club, Johannesburg, and have also worked in the green trades of Israel, Greece, and the city and surrounds of London.

I carry an astute understanding of the people aspect of business and the value of investing in human capital, alongside the need for a clearly defined business purpose. I have analysed and written about the internet, tech, and mobile life since it was first plugged in, with a particular focus on e-commerce.

### The Digitized Media Marketplace

2014 onward

I produce daily news articles for various employers in the cryptosphere, while producing posts and articles for other clients' SEO needs on various platforms. I completed a financial proofreading and integrated report writing apprenticeship at Disc Express, sister company of Bastion Graphics, and I also tutor English globally, and blog prolifically on matters of social relevance. I trade forex daily, fielding artist placements for Sounds Good™ as and when demand arises from the international entertainment arena. An autodidact, polymath, yoga and meditation instructor, I now also actively market and field sales for Styler Scrubs, our online apparel store.

### Key Skills and Competencies

- Proficient in the full MS Office package, incl. Excel
- Strong business and financial acumen
- Profit-based approach
- Strategic management ability
- Excellent organizational skills
- Highly effective interpersonal communication
- Assertive and proactive mindset
- Natural empathy for people (EQ)
- Friendly and successful negotiation skills
- Positive approach to new challenges
- High tolerance for stress
- Proactive problem solving ability
- Effective conflict management skills
- Motivational ability to unite towards a common goal
- PMbok-savvy ability to steer a project into measurable profitability

## Mobile Links

<https://marcvansittert.contently.com/>

<https://za.linkedin.com/in/marc-van-sittert>

<https://www.stylerscrubs.com>