

Introduction to Romanos Boraine

Overview:

I am a digital designer and project manager with six years of professional experience, specializing in combining design creativity with project management for results. My interpersonal and leadership skills contribute to effective teamwork and value creation. I find satisfaction in solving problems creatively, engaging in critical thinking, and building sustainable social and commercial solutions. I am motivated to constantly improve my skills and capabilities and view mistakes as opportunities for growth.

Professional Experience:

1. Project Manager – Romano Signs, Cape Town, South Africa ([view website](#))

July 2023 to Present

- Manage key client accounts specializing in corporate identity (CI) signage for retail and hospitality industries.
- Oversee incoming sales, coordinate with the team, and ensure timely project completion.
- Innovate and implement internal operating systems to improve efficiency and output.
- Notable accounts: Pick n Pay, Shoprite, Clicks

2. Marketing Director – Romano Group, Cape Town, South Africa ([view website](#))

December 2022 to Present

- Design, develop, and oversee the web presence of Romano Group and subsidiary companies Romano Signs, and Romano Solar Hydroleaf (closed), (business services, content, e-commerce, and SEO).
- Design and implement internal and external marketing and communication assets.
- Expand the social media footprint of the entire Romano Group on platforms such as LinkedIn and Facebook.
- Manage and optimize Google Business Profiles across the company portfolio.

3. Owner/Manager – Downtown Digital, Cape Town, South Africa

January 2020 to December 2022

- Maintain key accounts with good client communication and reliable service.

- Deliver creative direction and oversee the creative development of client projects.
- Manage a diverse team of freelancer specialists, ensuring high-quality deliverables.
- Establish business systems and processes, enabling the startup to scale efficiently despite limited capital and resources.
- Clients: Josephine Grindrod, Cristal Journal, Cannabiz Africa, Lisa J Alton, EITZ, Romano Group, Romano Signs, Romano Solar, Postqualitative Research Collective, Copystew, Hydroleaf (closed).

4. Freelance Digital Designer – Cape Town, South Africa

January 2018 to December 2019

- Provided a combination of services for client accounts including Digital Design, Video Editing, Animation, Web Design/Dev.
- Assisted clients in pitch deck design, website design, YouTube, and digital content.
- Clients: Lisa J Alton, Offlimit Communications, Josephine Grindrod, Absolute Vodka, Hustle X Live (closed), Tutor Labs (closed)

Education:

Degree: B.A. Brand Communications (majoring in Multimedia Design)

Tertiary education: Vega School, Cape Town (Vega School is a private tertiary education institution located in South Africa. Founded in 1999, Vega forms part of the group of tertiary institutions operated by The Independent Institute of Education, South Africa's largest and most accredited tertiary education institution.)

Duration: January 2016 - November 2018

Key Courses:

- Multimedia Design
- Brand Strategy
- Critical Thinking
- Intro to Research
- Creative Development

Awards:

1. Vega Pencil Award for Multimedia Design (2018)

- Recognized as the top multimedia designer of the year.

2. Vega Fresh Cream Award (2017)

- Achieved for the best advertising video concept with a focus on cinematography.

Highlighted Projects:

1. MONOROBOTO (2018)

This was the final project of my degree.

2. Our Mess, Our Monster (2018)

A social outreach campaign addressing the pollution of South African coastlines. I led the conceptual development, idea pitching, digital design, audio design, brand development, and demonstrated critical and creative thinking.

3. Brainwash (2017)

A commentary on modern-day media manipulation. I led the creative concept development, digital design, layout design, and art direction for a digital publication exploring the origins of brainwashing and its parallels with contemporary marketing and media influence.

Skills & Capabilities:

Capabilities:

- I have a proactive and adaptive mindset
- Liaising with clients and stakeholders
- Working in teams
- Collaborative leadership
- Paying attention to detail

Design Skills:

- Art Direction
- Multimedia Design
- UI/UX Design
- Motion Design

Project Management Skills:

- Sales & Marketing
- Technical knowledge
- Brand and Business Knowledge

- Financial Acumen
- Administration
- Client account management

Branding and Strategy Skills

- Logo design
- Typographic design
- Brand Positioning
- Brand Differentiation
- Market Research
- Situational Analysis

Software Proficiency:

- Adobe Creative Suite:
 - o Photoshop
 - o Illustrator
 - o Premier Pro
 - o After Effects
 - o InDesign
- Other Design Software:
 - o Figma
 - o Framer
 - o Autodesk Fusion 365
- Admin Software:
 - o MS Excel
 - o Slack
 - o Asana

Projects/Portfolio:

Explore my portfolio: romanosboraine.com

1. Craft Cask ([view website](#))

2023 to present.

- Online startup, creating specialist whisky content.
- SEO-oriented blog with the aim of scaling to a larger whisky brand in the future.

2. Cloner ([view website](#))

2021 to present.

- Agritech startup focusing on building technology for farmers to increase their yield and crop quality effectively and efficiently.
- South African / German startup
- Application built on React and designed on Framer.
- Other focuses: seed/crop/batch/harvest certificates, proof of ownership/breeding/genetic IP, Medical Cannabis compliance automation
- Large-scale farm automation tech

3. Downtown Digital

2020 to 2022

- Startup creative agency that provides specialist branding, strategy, creative, and content services to small to medium enterprises (SME)
- Free business and branding knowledge hub for young aspiring entrepreneurs in Southern Africa.

4. ESISTRO ([view website](#))

2020 to present.

- Digital and print personal art brand.
- Created: animations, prints, videos, music/audio, illustrations
- Ecom store designed, built, and hosted on Framer.

Certifications:

1. B.A. Brand Communications (specializing in Multimedia Design) from [Vega](#)
2. [Quantic](#) MBA Intro Course (online)

Languages:

1. Fluent in English (first language)
2. Proficient in Afrikaans

Personal Information:

Full Name: Romanos Alexander Borraine

Residence:

South Africa:
47 Burnside Road,
Tamboerskloof,
Cape Town, 8001,
Western Cape,
South Africa

Passports: South African and EU

Contact:

- **Email:** romanosboraine@gmail.com
- **RSA Number:** +27646525250
- **Personal Website:** romanosboraine.com
- **LinkedIn:** [linkedin.com/in/romanos-boraine](https://www.linkedin.com/in/romanos-boraine)

References:

Available upon request.