

Hello, I'm JANA PORTER

STRATEGIC MARKETING DIRECTOR | GEN AI LEADER

PROFILE

Citizenship
South African

Languages
Bilingual, fluent in English & Afrikaans

I am a purpose-driven marketing professional with **over 15 years'** **experience** supporting organisations to tell compelling stories. I'm a cross-skilled leader who thrives in dynamic, solutions-focussed environments. I'm adept at shaping both B2C, B2B and internal communications. The unique challenges of the African marcom environment has cultivated my love for innovation that breaks down barriers to channel access and solutions that adapt brand language to meet the needs of disparate audiences. I'm a passionate advocate for cultivating psychologically safe, results-driven organisational cultures enabled by effective communication.

PERSONALITY

Myers-Briggs
ENFJ-A
The Protagonist


Enneagram
3 (Achiever)
wing 2 (Helper)


Insights Discovery
Red dominant
Yellow secondary


CliftonStrengths®
Learner, Achiever,
Input, Ideation,
Arranger


EXPERIENCE

Period	Organisation	Role	Industry	Reason for leaving
2023 - present	EYelliance	Associate Director of Communications	Nonprofit	Seeking senior management role
2021 - 2023	Harambee	Marketing Manager	Nonprofit	Sought international exposure
2019-2021	Harambee	Marketing Specialist	Nonprofit	Promotion
2017-2019	BSG (Business Systems Group)	Senior Marketing Consultant	Management Consulting	Sought purpose-driven work
2016-2017	Omnia	Marketing Manager	Agriculture	Culture misalignment
2014-2016	Caxton	Marketing Executive	Media	Opportunity for senior role
2012-2014	Caxton	Brand Manager	Media	Promotion
2011-2012	Lusion Technologies (SnapBill)	Key Accounts Manager	Financial Services	Relocation to Johannesburg
2010-2011	Lusion Technologies	Operations Officer	Technology	Internal transfer
2008-2009	Rallystar	Public Relations Officer	Motorsport	Opportunity for growth
2012 - present	Janana Banana Consulting	Marketing Consultant	Freelance	N/A

 Johannesburg, South Africa

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EDUCATION

- 2016 – 2017
BA. Honours Degree: Media Studies (Cum laude)
University of South Africa
- 2013 – 2015
Bachelor of Arts: Communication Science (Cum laude)
University of South Africa
- 2012
Feature Writing Certificate
University of Cape Town

SKILLS

- Marketing Strategy
- Brand Management
- Social Media & Paid Media
- AI & Digital Marketing
- Internal Culture & Engagement
- Content Creation & Copywriting
- Art Direction & Graphic Design
- Website Design & Administration
- CRM Implementation & Administration
- Leadership & People Management
- Nonprofit Marketing & Fundraising
- Confident Communicator & Presenter

TECH PROFICIENCY

- Generative AI
Instructor level, 10,000+ students enrolled in my courses [here](#).
- Adobe Creative Cloud + Canva
Photoshop, Acrobat, InDesign, Illustrator
- Microsoft 365
SharePoint admin, PowerBI, PowerAutomate, Clarity
- Google Workspace
Workspace admin, Google Sites and Forms
- HubSpot Customer Relationship Management (CRM)
SuperAdmin level
- WordPress & Webflow Administration
- Google Ads & Analytics
- Paid Media
LinkedIn Ads, Meta for Business, HootSuite
- Online Asset Management
Guru & BrandFolder Admin
- Trello, Asana & Miro
- Fundraising Technologies
GiveButter, Snapscan, Yoco, Paypal

References available on request.

Check out my recent WORK EXPERIENCE



View my full work history [HERE](#).



Associate Director Of Communications

EYelliance | Full Time

May 2023 – Present

Global Health Nonprofit | New York (Remote)

Team size: 1 | Org size: 8 | Global

- Team-of-one comms lead: developed and executed global strategy & messaging to drive systems-change goals.
- Owned digital end-to-end—website, social, email—and produced high-impact content (press releases, articles, blogs, video).
- Managed Google Ads campaigns and Analytics/GA4 reporting to optimize reach, conversions, and ROI.
- Built the marcoms tech/channel stack; led org-wide HubSpot implementation & migration (CRM, marketing automation).
- Stewarded EYelliance's brand across all social channels.



Marketing Manager

Harambee Youth Employment Accelerator | Full Time

April 2019 – April 2023 • 4 yr 2 mos

Youth Employment Nonprofit | Johannesburg (Hybrid)

Team size: 6 | Org size: 400+ | South Africa & Rwanda

- Promoted from Marketing Specialist to Marketing Manager; reported to Head of Marketing.
- Full-stack ownership of marketing strategy, campaigns, brand, research comms, and channel operations.
- Fundraising creative lead; co-designed campaigns with Impact & Research that enabled R20M+ in grants.
- Oversaw 16 quarterly flagship research reports.
- Built Google Ads capability: 45,000+ conversions per annum and owned GA4 reporting.
- Implemented HubSpot CRM; 14,000+ clean contacts; 97% delivery, 20% open, 0.2% unsub, 0% spam.
- Launched SharePoint intranet; migrated 400+ staff to Microsoft 365.
- Owned Harambee, SA Youth & DigiLink websites; led sayouth.mobi content serving 4Million+ youth.
- Grew/managed social channels (700k+ followers); led 3M3W COVID campaign reaching 3M+ youth.
- Youth with Disabilities marketing lead: education & demand-gen campaigns.
- Stakeholder engagement: led tours & relationships contributing to 10,000+ jobs.
- EVP & culture: helped shape employee value proposition; Change Champions Shadow Board & Employment Equity Committee; on-air host for Radio Harambee.
- Talent brand: partnered with HR to refine recruitment value proposition, supporting a 15% lift in hires.



Senior Marketing Consultant

Business Systems Group (BSG) | Full Time

Sept 2017 – Apr 2019 • 1 yr 8 mos

Management consulting | Johannesburg (On-site)

Team size: 4 | Org size: 200+ | South Africa

- Owned end-to-end customer value proposition and marketing strategy in financial and technology services; partnered with C-suite.
- Led client-facing marketing campaigns and events directly supporting sales targets.
- Ran digital channels—social media campaigns and website management.
- Wrote press releases, case studies, and blogs that helped unlock millions in new business.
- Led CSI initiatives, spearheading Leap Science & Maths school volunteering.



Marketing Manager

Omnia Fertilizer | Full Time

Oct 2016 – Aug 2017 • 11 mos

Fertilizer & Agri-tech | Johannesburg (On-site)

Team size: 2 | Org size: 3000+ | Global

- Reported to Marketing Director; led a multi-country portfolio (SA, Mozambique, Swaziland, Zimbabwe, Zambia, Botswana, Namibia, Australia, Brazil) and advised Omnia Group marketing.
- Editor of Omnia News; led its rebrand and digitisation.
- Partnered with SMEs to produce press and thought-leadership content promoting the “Nutriology” concept and product range.
- Led fertilizer packaging rebrand; owned brand quality control for 3000+ staff across three continents.
- Managed advertising, PR, events, and digital agencies with oversight of video, design, and ad campaigns.



Marketing Executive

Caxton Magazines & Newspapers | Full Time

Nov 2012 – Oct 2016 • 4 yr 1 mos

Print and Digital Media | Johannesburg (On-site)

Team size: 10 | Org size: 200+ | South Africa

- Drove brand & growth marketing for Food & Home Entertaining Magazine and Bona's 8-event national series (sponsorships & media buying), delivered activation-led campaigns with copy/design, negotiated barter partnerships to lift circulation, shaped internal comms policy (Comms Hub Exco), and ran events, multi-channel campaigns, and revenue-building stakeholder partnerships.



Owner & Lead Consultant

Janana Banana Consulting | Part Time

Jun 2012 – Present • 13 yr 10 mos

Marketing Consultancy | Johannesburg (Remote)

Team size: 2 | Org size: 2 | South Africa

View my recent projects below:



Rainbow Children's Village

Children's Welfare Organisation

- Led end-to-end rebrand (identity & guidelines), refreshed/managed website & social, and created digital assets and comms templates.



Botanical Education Trust

Environmental conservation and Education Trust

- Led a full rebrand, launched a simple, sustainable, SEO-friendly website, and created reusable templates and digital assets to streamline ongoing communications.



Coursera

Global Online Learning Platform

- Developed and presented [five GenAI marketing courses](#) equipping global learners with ethical generative AI tools for effective marketing.



Cross the Divide NPC

Community-driven Not-for-Profit

- Built the branding & fundraising strategy, designed the brand identity, produced marketing/comms assets, and supported event & donor engagement communications.



Edge Analytics

Risk Analytics Consulting Firm

- Developed full brand identity & corporate image; led website strategy, copywriting & translation; built social media strategy and content.



Enterprise Room

ESD & BBBEE Consultancy

- Led a full rebrand & corporate identity refresh; designed and delivered SMME campaigns and ESD workshops; developed the long-term marketing strategy.