



# EUGENE HENNING

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## Professional Profile

Marketing-focused Creative Professional with over 20 years of experience in visual communication, brand development, photography, video production and digital design. Founder and Director of RGB Photo & Design and Bargain Print, delivering end-to-end creative solutions across print, web, video and corporate gifts and apparel.

Combines strategic marketing insight with hands-on execution, managing projects from concept to delivery. Experienced in client engagement, brand positioning, content production and cross-platform campaign implementation. Recognised for strong project ownership, attention to detail and the ability to translate business objectives into high-impact visual solutions.

## Core Competencies

- Brand Strategy & Visual Identity
- Video Production & Editing
- Professional Photography & Editing
- Digital & Print Design
- Marketing Campaign Development
- Project & Business Management
- Client Relationship Management

## Software & Technical Skills

### ADOBE CREATIVE SUITE

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- After Effects
- Lightroom

### WEB

- WordPress / Divi
- HTML & CSS
- CMS Management

### VIDEO & POST-PRODUCTION

- Video Camera Operator
- DaVinci Resolve, FCP
- Encoding & optimisation

### OTHER

- Microsoft Office
- Apple Keynote, Numbers, Pages
- Bitrix24 CRM Projects & Task Platform

# Professional Experience

## Business Owner | RGB Photo & Design

JAN 2005 – PRESENT | PRETORIA, SOUTH AFRICA

- Founded and manage full-service creative agency
- Lead concept development and execution across branding, photography, video and digital media
- Manage client relationships, budgeting and project delivery
- Produce long-form and short-form video content for marketing and events
- Develop brand identities and communication materials for diverse clients

## Business Owner | Bargain Print

JAN 2017 – PRESENT | PRETORIA, SOUTH AFRICA

- Oversee operations including marketing, production and distribution
- Provide branding and print solutions to corporate and SME clients
- Manage supplier relationships and production timelines

## Graphic Designer | PEN (Participate Empower Navigate)

APR 2008 – DEC 2014 | PRETORIA, SOUTH AFRICA

- Managed corporate identity compliance across 23 projects
- Produced print, web, video and photography content
- Supported marketing and donor communications initiatives

## Internet Production Assistant | Euromoney Institutional Investor PLC

AUG 2000 – JAN 2005 | LONDON, UK

- Maintained and updated up to 13 websites
- Converted print layouts into CMS-based HTML content
- Supported digital publishing workflows

# Education & Professional Development

- Google UX Design Professional Certificate (In Progress) Coursera Foundations of UX Design – 2023
- Diploma in Professional Photography – National College of Photography, 1998
- Matric – Hoërskool Oos-Moot, 1990