

# Cara Reilly CONSULTING

Place-making,  
Communication  
Strategy, Business  
Writing, Comms  
Platform Development



## KEY QUALIFICATIONS & EXPERIENCE

- BA HONS Communication and Journalism
- 19 years business writing and journalism
- 5 years experience as editor of B2B publications
- 15 years precinct management experience
- Comms strategy development, implementation & management
- Social media strategy development, implementation & management
  - Web & APP development and management
  - Business consulting and stakeholder engagement
- Head of communication / placemaking division of UrbanMGT
- Head of marketing for Northern City Improvement Districts Jhb (incl Sandton / Rosebank / Wynberg / Kramerville)

## PLACE-MAKING, COMMUNICATION MARKETING STRATEGY AND IMPLEMENTATION

- Creation of place-orientated communication solutions and implementation plans across a range of one and two-way platforms.
- Development and implementation of social media strategies
- Management of stakeholder relationships and feedback across platforms.
- Website development from design and user journey to content generation, back-end structure and management
- APP development incl: design and user journey, content generation, back-end structure and management
- Design of marketing collateral and related content
- Writing for business, media, stakeholders
- Media liaison including coverage and tracking
- Development of perception surveys and
- Management of Brand DNA development processes including stakeholder engagement and facilitation
- Activation of brand DNA through Brand ID / logo / CI development
- Brand implementation and management
- Place-Making strategy development, management and implementation



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