ANSUNEL STRAUSS

CLIENT RELATIONSHIPS | B2B SALES | BRAND & DESIGN

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Professional Profile

I help businesses understand what their clients need, present suitable solutions and get the work delivered. My experience combines B2B sales, client relationships, graphic design and running a branding studio since 2022. I find prospects, prepare quotations and proposals, create brand materials and coordinate creatives and suppliers. I enjoy making useful connections and finding practical ways through a problem. That mix helps me contribute to both the customer relationship and the work that follows.

Core Capabilities

Sales and account relationships: B2B business development, prospecting, networking, referrals, service presentations and existing-client follow-up.
Brand and graphic design: Visual identities, brand guidelines, typography, layout, packaging artwork, signage and print/digital materials.
Project and supplier coordination: Briefs, quotations, proposals, pricing, production coordination, approvals and delivery follow-up.
Customer service and administration: Order handling, resolving queries, records and accounts support.

Professional Experience

Founder and Brand Custodian | Enchanted Brands Studio

Formerly Design Fusion | Cape Town | April 2022 to Present

- Manage approximately 4-5 clients at a time, depending on project workload, from needs discussions and briefs through quotations, approvals and delivery.
- Develop new business and referral relationships through networking and direct conversations; prepare proposals and pricing for brand, print and signage work.
- Create visual identities, brand guidelines and coordinated print and digital materials, including brochures, signage, promotional items and small-scale packaging artwork.
- Coordinate creatives and specialist suppliers, manage feedback and deadlines, and follow work through production and delivery.

Accounts Clerk | IP Labs Communications Pty Ltd

Trading as IP Comms | Cape Town | April to October 2022

- Supported accounts administration, records and supporting documents in a fixed-term, half-day role while establishing the studio.

Sales Representative | VeriCred Collections

Bellville and Cape Town | December 2019 to March 2022

- Managed an existing client book and developed a prospect database through outreach, networking and medical-sector relationships.
- Presented the company's service offering and followed up with new and existing clients to build relationships and encourage account handovers.
- Worked with monthly goals and reporting on client activity and handovers; new business was a substantial part of the role.

Professional Experience Continued

Sales Representative | Respo Care

Centurion | February to November 2019

- Built relationships with doctors, medical institutions and reception teams; handled doctor and patient queries and supported new and existing business.
- Completed sales, travel and patient reports and assisted with deliveries and product training.

Graphic Designer and Sales Administration Assistant

Ambience Guest Amenities | Midrand | April 2016 to January 2019

- Received and placed customer orders, checked order completeness and coordinated with production, couriers and customers on delivery.
- Created personalised guest-amenity artwork and product mock-ups; prepared approved artwork in Adobe Illustrator and Photoshop for Roland printing.
- Helped resolve order and product queries, coordinating the practical next steps with customers and colleagues.

Earlier Experience

Sales Executive | Homewood, Lynnwood, Pretoria | January to April 2016
Furniture sales, custom orders, customer queries and factory liaison on designs and repairs.

Office Administrator and Sales Representative | Oxygen and General, Cape Town
February to June 2014 and September 2014 to December 2015. Medical-sector sales, patient service, equipment setup and demonstrations, deliveries, stock and administration.

Co-owner | Newton and Strauss Bridal Design Studio | August 2013 to April 2014
Bridal consultations, promotional artwork, bookkeeping and content.

Bridal Consultant | Bride and Co, Century City | November 2012 to July 2013
Customer consultations, fittings, sales, stock transfers and records.

Graphic Designer and Sales Assistant | Scarlett Fashions | July to October 2012
Marketing artwork, customer assistance and new-branch setup.

Additional history: Sales Representative, i-Mag Concept (June 2012); Au Pair, Belgium (December 2010 to December 2011); Part-time Receptionist, Donvol, Stellenbosch (2006 to 2010).

Education, Tools and Networks

National Diploma in Graphic Design
Cape Peninsula University of Technology (CPUT), Bellville | 2008 to 2010 | Completed 2010

Dutch Modules 1 and 2 | GLTT, Belgium | 2011
Matric | De Kuilen High School | 2007

Tools: Adobe Illustrator, InDesign and Photoshop; Canva; Microsoft Office and PowerPoint; Google Workspace. Previous Sage experience.

Languages: English (advanced), Afrikaans; some Dutch comprehension.
Networks: Former BNI member; ongoing business networking and referral relationships.