

View my Portfolio

Katherine Herbst

Strategic Growth & Design Leader

Strategic Growth Designer and Marketing Leader with over ten years of combined freelance and agency experience spanning marketing leadership, growth strategy, creative direction, and digital design.

Currently driving growth-focused creative strategy at Eyecarepro, aligning data, automation systems, and performance design to measurable business outcomes. Former Head of Marketing at INVNT Group, with proven experience leading brand strategy, pipeline development, and marketing design operations.



Professional Experience

Strategic Growth Designer

Aug 2025 – Present

Eyecarepro | Marketing Agency

- Lead growth-focused creative strategy aligned to revenue and client KPIs.
- Translate performance data into optimized campaign design and execution.
- Manage marketing pipelines and support workflow automation to improve delivery efficiency.
- Collaborate cross-functionally to streamline processes and enhance campaign scalability.
- Strengthen brand consistency across multiple healthcare client portfolios.

Digital Marketing Designer

Aug 2022 – Aug 2025

Eyecarepro | Marketing Agency

- Designed performance-driven assets across paid media, email, landing pages, and social platforms.
- Supported campaign optimization through user-focused design improvements.
- Contributed to structured workflow processes within Asana to manage high-volume deliverables.
- Maintained visual consistency across multiple accounts.

Head of Marketing

INVNT Group | Cape Town

Feb 2020 – Aug 2022

- Led marketing strategy, brand positioning, and growth initiatives.
- Oversaw marketing pipeline management and campaign planning.
- Implemented structured workflows to improve team productivity and campaign execution.
- Reported on marketing performance metrics to executive leadership.
- Managed internal teams and external vendors.

Education

2013 - 2016

Dipolma in Fine Arts

Ruth Prowse School of Art / Cape Town

2014 - 2017

Batchelor of Arts - Multimedia Design

UNISA / South Africa

Core Competencies

- ✓ Marketing Strategy Development
- ✓ Project & Pipeline Management
- ✓ Customer Journey Mapping
- ✓ Conversion Optimization
- ✓ Marketing Automation
- ✓ Workflow Design
- ✓ Creative Direction
- ✓ UX/UI & Conversion-Focused Design
- ✓ Visual Identity Development
- ✓ Design Systems
- ✓ Stakeholder & Executive Reporting
- ✓ Full Adobe Creative Suite
- ✓ Figma & AI Design Tools
- ✓ Asana, Go High Level & Hubspot
- ✓ Basic HTML/CSS Knowledge
- ✓ Data Interpretation