

KYLE GOULDEN

Full-Spectrum Creative Director, Leader and Transformational Coach

SOUTH AFRICA / REMOTE ONLY / GLOBAL / GMT +2

Innovation launcher and brand growth driver, achieving a 51x increase over three years. | 42+ Global Awards and Features

A full-spectrum creative and strategic leader operating at the intersection of creativity, strategy, technology, and humanity, I partner with clients to achieve sustainable growth that benefits both business and society. With 20 years of cross-disciplinary experience across diverse sectors, I bring an expansive skill set fueled by insatiable curiosity across creative direction, leadership, and strategic development.

My focus is on creating inclusive, vision-led journeys that scale authentically. I engage deeply with organizations to understand their challenges and identify sustainable growth opportunities. Whether part-time, on retainer, or full-time, I prioritize partnership and design strategies that achieve meaningful, measurable impact. I'm continually learning and experimenting, exploring new technologies to bring fresh perspectives to consulting. And above all - create an environment where we can enjoy what we do.

TESTIMONIALS

<p><i>"Beyond branding, he exhibits a unique drive for leading teams and individuals towards purpose beyond themselves."</i></p> <p><i>4x Founder & Global Speaker Entrepreneurship Educator Brand/Marketing Leader</i></p>	<p><i>"He leverages his professional coaching experience to support colleagues in their development and proactively leads initiatives to educate and immerse the organization in the world of creative work."</i></p> <p><i>A.S. - Head of GTM, US</i></p>	<p><i>"An expert on bringing people together, he builds thoughtful and empathic teams that solve problems holistically. He facilitates cross-team / department challenges with ease, reminding those around him of the unique value they each bring to the project. He is a multiplier."</i></p> <p><i>V. M. Customer Acquisition Leader & Creative Strategist</i></p>
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AREAS OF EXPERTISE

Creative Direction • Branding & Visual Storytelling • Content Production • Adobe Creative Suite Mastery
Growth Marketing • A/B Testing & Data-Driven CRO Optimization • AI Integration
Leadership & Team Development • Strategic Planning & Cross-Team Collaboration

CORE SKILLS

CONTENT + CREATIVE	BRAND + MARKETING	STRATEGY + INNOVATION
<p>Creative Direction 15 YEARS Photo, Video, Design, Motion 19 YEARS Copy, Script, Content, Social 17 YEARS Print, OOH, Collateral 17 YEARS Brand Identity Dev 12 YEARS</p>	<p>Brand Strategy, Growth, Dev 12 YEARS Campaign Dev + CRO 12 YEARS Community, Social, Content Strategy 10 YEARS Employer Brand Dev 10 YEARS B2B Marketing + Sales Enablement 6 YEARS</p>	<p>Creative Stratey 12 YEARS Product Positioning 12 YEARS Human-Centered Design 12 YEARS Curriculum Design 12 YEARS CRO, UX, and Behavioral Economics 9 YEARS GTM, MVP Launch Strategies 8 YEARS</p>

TECHNOLOGY + TOOLS	LEADERSHIP + COACHING	PROJECT + OPERATIONS
Adobe Suite 19 YEARS G-Suite 15 YEARS Project Tools (Asana etc 15 YEARS Generative AI (Midjourney, Jasper, RunwayML Relevance) 2 YEARS Automation Tools (Zapier/Make) 2 YEARS	Global Talent / Team Management 10 YEARS 1:1 Coaching & Development 8 YEARS High-Performance Team 6 YEARS Youth / Career Coaching 12 YEARS Workshops / Facilitation 12 YEARS	Studio Ops 12 YEARS Agile Methodologies 10 YEARS KPI, Data and Reporting 8 YEARS Change Management 8 YEARS Resource Planning + Budget 6 YEARS

CAREER MILESTONES

HEAD OF AGENCY DIVISION at Sand Technologies (2024)

- **Launched and led the agency division**, optimizing client service delivery and recruiting creative talent globally. Provided tailored creative services to diverse clients and partners.
- **Spearheaded the brand development of Sand Technologies**, including strategy, positioning, and creative direction. Oversaw all aspects from initial concept from CEO, into launching MVP, content creation, marketing execution, and web, social, and event presence.
- **Led Employer Brand evolution** and internal functions utilizing human centered design and UX methodologies to drive an increase of 50% of job applications online
- Led stakeholder and board sessions on brand, innovation and development, defining customer journeys for ongoing brand growth, exploring new product offerings. Facilitated 15 client workshops for brand launches. covering IP development, positioning, audience, messaging, and creative assets.
- **A keynote speaker at ComicConAfrica 2024 on branding**. Represented organisations at various speaking engagements, events and shows in Kenya, Ethiopia, South Africa, Ghana, Egypt, Morocco, Nigeria, the US, Romania, and the UK.
- **Developed the Creative Leaders** learning program track with curriculum design and developed learning content around future-proof creative workstreams and careers.
- **Coached 40+ individuals on career progression**, from finding their first role along with leadership peer support.

📌 PROMOTION

GLOBAL DIRECTOR OF BRAND EXPERIENCE at Sand Technologies (2023-2024)

- **Launched new MVPs and Brands** - strategically expanding and enhancing the global brand ecosystem.
 - **Developed and launched [ALX Ventures](#)**, a global platform advancing entrepreneurship and innovation, engaging 67,000+ participants.
 - the brand development and launch of [The Room](#), a global network connecting exceptional talent with transformative opportunities.
 - Designed and launched [The FutureList](#), a platform celebrating Africa's top changemakers, amplifying their impact across industries.
 - Directed the brand strategy and launch of [Sand Technologies](#), delivering cutting-edge digital infrastructure and innovative technology solutions.
- **Managed three major brand integration projects** for the acquisitions of Holberton, Explore AI, and Synaflux, ensuring seamless brand alignment and contributing to organizational growth.
- **Established and equipped 12 localized marketing hubs** and created a global center of brand excellence, coordinating six cross-functional teams to scale marketing efforts from local to global across on-ground, digital, event, B2B, and sales channels.

- **Developed and implemented AI-creative workflow strategies**, including Midjourney, Jasper, RunwayML, ChatGPT, Relevance.AI.

📌 PROMOTION

CREATIVE & BRAND DIRECTOR at Sand Technologies (2022-2023)

- **Drove ALX Africa brand development and growth by 51x over a 3-year period**, activating and launching over 75 campaigns that garnered 8.9 million total content views and an increase in applications to 320k applications. A/B Testing
- **Led and mentored 10 teams**, with 40+ freelancers, directing over 30 video productions and large-scale content creation and workflows.
- Achieved an **internal team 95% Net Promoter Score (NPS) and 92% Customer Satisfaction Score (CSAT)** through strategic brand development and optimization of customer experiences.
- **Enhanced cross-divisional operations** by refining project management workflows, boosting efficiency and collaboration throughout the organization. This included establishing KPIs, implementing data-driven decision-making, conducting Agile sprints, and improving reporting processes.
- **Creative direction of brand materials and templates** for the entire organization to ensure a cohesive brand identity. This included print materials, out-of-home marketing, branding for physical spaces, and materials for internal events.
- **Led customer insights and user experience (UX) research initiatives**, focusing on capturing the voice of the customer and deriving data-driven insights.

CREATIVE DIRECTOR at Umuzi (2017-2019)

📌 PROMOTION HEAD OF MULTIMEDIA at Umuzi (2017-2018)

- **Led the multimedia and design department** in delivering impactful learning experiences to students in a variety of creative disciplines, overseeing the creative bootcamp process and post-graduation job placement for students.
- **Developed multimedia and design curriculum** focused on experiential training, which included the launch of multiple product teams that generated relevant content as part of the learning process.
- Supported the **brand development of Umuzi**, designing a variety of collateral elements to strengthen the organization's identity.
- **Mentored creatives across diverse** fields to ensure successful job placements, providing guidance and support throughout their career journeys.
- Developed an **online self-serve wellness archive** to empower talent and promote their ongoing success.

FREELANCE BRAND, CREATIVE & STRATEGIC CONSULTANT (2010 - Today)

- Worked with organizations, businesses and startups across diverse industries, including **tech, education, non-profit, agency, and corporate sectors** across a broad range of projects.
 - Clients include Samsung, Netflix, Ogilvy, Network BBDO, Afropunk, McKinsey, Accenture, FNB
- Supported **GTM launch asset creation** through development of launch strategy, creative assets, positioning. Development of campaign strategies, materials and CRO services.
- **Developed in end-to-end creative direction, user journey optimization, and brand strategy.**
- Focus on **scaling organizations** while maintaining authenticity and relevance in the digital landscape.

WHOLISTIC AND CREATIVE LEADERSHIP COACH (2020 - Today)

- **Provided one-on-one coaching to over 41 clients**, focusing on career transitions, personal transformation, creative pursuits, neurodiversity, and holistic life services.
- Facilitated individual access to their innate wisdom and potential by offering tailored guidance and support, **leveraging strengths-based focus, neuroscience and mindfulness based approaches.**

- **Assisted creative individuals** in rediscovering their inherent inspiration while fostering curiosity, playfulness, and creativity.

EARLY CAREER

2019 – 2020 - **SENIOR MULTIMEDIA & HCD STRATEGIST** - Sun International / Hospitality Resort
 2014 – 2015 - **MOTION + MULTIMEDIA DESIGNER** - Nicework / Brand Agency
 2008 – 2012 - **DESIGNER, EDITOR, ANIMATOR, PRODUCER** - Orijin / Broadcast Agency

EDUCATION + ACCREDITATION

2024 - COMENSA (Coaches & Mentors Of South Africa)
 2022 - Leadership for Creatives, Domestika
 2020 - Advanced Certificate in Coaching Practice (ACCP), Association of Coaching
 2020 - Transformational Coach, Mindful Talent
 2020 - Storytelling For Impact, IDEO U
 2018 - NQF Level 5, Certificate in Multimedia and Film Production, Digital Communication

AWARDS AND FEATURES (The full list of awards and features can be found here ↗)

Best On-Air Branding Design - Silver - C&I - Ident Cult <i>(2014, Promax BDA South Africa)</i>	Screen Africa Best Movie Promo – Gold Muse - M-Net Action - Thriller Horror Fest <i>(2011, Promax Global)</i>
Best On-Air Branding Design - Gold - C&I Rebrand <i>(2014, Promax BDA South Africa)</i>	Most Outstanding Design In Promotion – Gold Muse - M-Net Cares - Drive to Literacy <i>(2011, Promax Global)</i>
Channel Brand of the Year - Gold - C&I <i>(2014, Promax BDA South Africa)</i>	Best Public Service Announcement – Silver Isis - M-Net Cares - Drive to Literacy <i>(2011, Promax Global)</i>
Channel Brand of the Year - Gold - Crime and Investigation Channel Rebrand <i>(2014, Promax BDA South Africa)</i>	Best Sponsored Spot – Silver Muse - M-Net Action Swatch Villains Promo <i>(2010, Promax Global)</i>
Best On-Air Branding Design – Gold - Crime and Investigation Channel Rebrand <i>(2014, Promax Global)</i>	Best Sponsored Spot – Silver Muse - M-Net Action - Godfather Game 30" Promo <i>(2009, Promax Global)</i>
Best Integrated Social Media Campaign – Silver Isis - M-Net Action Social Media Campaign <i>(2011, Promax Global)</i>	

Exhibitions: The Catalyst Youngbloods Gallery, UJ Art Gallery, Turbine Art Fair	Speaker Events ComiconAfrica 2024, WISE Emerging Leadership, Mastercard Foundation, SAFM, Ispani	Publications BASA, VISI, BizCommunity, ScreenAfrica, Design Indaba
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PORTFOLIO & CASE STUDIES* :

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