CARLA STEYN

Communications & Brand Strategist

PORTFOLIO

Internal Communications • Brand • Content • Digital • Operations

15+ years translating complexity into clear strategy, useful communication and practical delivery.

WESTERN CAPE, SOUTH AFRICA | 2026



PROFILE

A strategist who stays close to the work.

I work across communications strategy, internal communication, brand positioning, content, digital experience and operational leadership.

My strength is seeing the whole system: the business objective, the audience, the message, the channel, the workflow and the execution.

I founded GoVibe to bring those disciplines together in a practical, people-first consultancy model.

AT A GLANCE

- 15+ years professional experience
- BA Communication
- Founder, GoVibe
- Internal + External communications
- Brand, content, web & SEO
- Operations | HR | IR
- English + Afrikaans

CAREER STORY

Built across communication, business and operations

2008–2010	**Midas Motolek / Auto Tech**	Administration | Finance | Client service
2014–2015	**Africa Travel Co.**	Communications | Marketing | African tourism
2015-2019	**Career Break**	Family - focused career break
2019–2020	**Raubex Infrastructure**	HR | IR | Employee administration
2020–2025	**Isipani Construction**	Office | Fleet | Procurement | Communications | Project coordination
2023–CURRENT	**GoVibe**	Founder | Communications strategy | Brand | Digital
2025-CURRENT	**Auto Tech Piketberg**	Fractional / Interim General Manager | Operations | Leadership

Formal foundation. Continuous learning.

BA COMMUNICATION

North-West University

Corporate & development communication | Internal Communication | Reputation | Visual communication | Radio/TV | Web development | Marketing | Ethics & law | Research - (2011 - 2014)

SEMRUSH

Professional development

Content Marketing Principles | Technical SEO | Digital PR

CURRENT PROFESSIONAL DEVELOPMENT

Advanced Excel - In progress

TESOL 120-HOUR

Teaching English to Speakers of Other Languages

Completed

COMPLIANCE

Professional development

Competition Law | POPIA

CORE CAPABILITIES

Strategy, communication and delivery in one toolkit

ORGANISATIONAL COMMUNICATION

Communication strategy
Audits & governance
Leadership messaging
Employee engagement

BRAND & REPUTATION

Positioning
Messaging architecture
Stakeholder communication
Reputation management

CONTENT & EDITORIAL

Content strategy
Thought leadership
Editorial planning
Long-form & campaign content

DIGITAL COMMUNICATION

Web strategy
SEO & search visibility
Analytics & optimisation
Digital customer journeys

CREATIVE

Creative direction
Visual communication
Presentation design
Video & digital content

OPERATIONS

Project coordination
Process improvement
Cross-functional delivery
Operational leadership

Tools & Technology

SECTORS

- Construction & infrastructure
- Automotive
- Renewable energy
- Agriculture / fruit export
- Tourism & travel
- Education & NPO
- Health & community
- Retail | eCommerce | Professional services

TOOLS

- WordPress | Elementor | WooCommerce
- Google Analytics | Search Console | Ads
- Semrush | Rank Math
- Canva | Figma | Adobe Creative Cloud
- CapCut
- Microsoft 365 | SharePoint | Advanced Excel
- Power Apps | Power Automate
- Trello | Asana | ClickUp
- Meta Business Suite | TikTok Business
- AI & Assistants - ChatGPT | Microsoft Copilot | Claude | Gemini
- AI Assisted Workflows - Prompt engineering | Content development | Research & synthesis | Workflow optimisation | AI adoption & change enablement

CLIENT WORK / STRATEGIC COMMUNICATION DESIGN

ADNOC Distribution | Internal Communications

Making complex strategic content clearer and easier to navigate

BRIEF

Review an existing internal communications strategy and strengthen its clarity, structure and professional presentation.

DELIVERABLES

A professionally refined strategy deck with improved content clarity, information hierarchy and visual presentation.

MY CONTRIBUTION

Refined supplied content for clarity, consistency and readability, while improving information hierarchy and the visual presentation of complex strategic information.

MY ROLE

Content review & refinement | Editing | Information hierarchy | Document structure | Visual communication | Presentation design

CONFIDENTIALITY NOTE

Strategy content and organisational information remain confidential and are not reproduced in this portfolio.

FEATURED CASE STUDY 02

HVS Aluminium & Glass

Western Cape | Architectural aluminium & glass

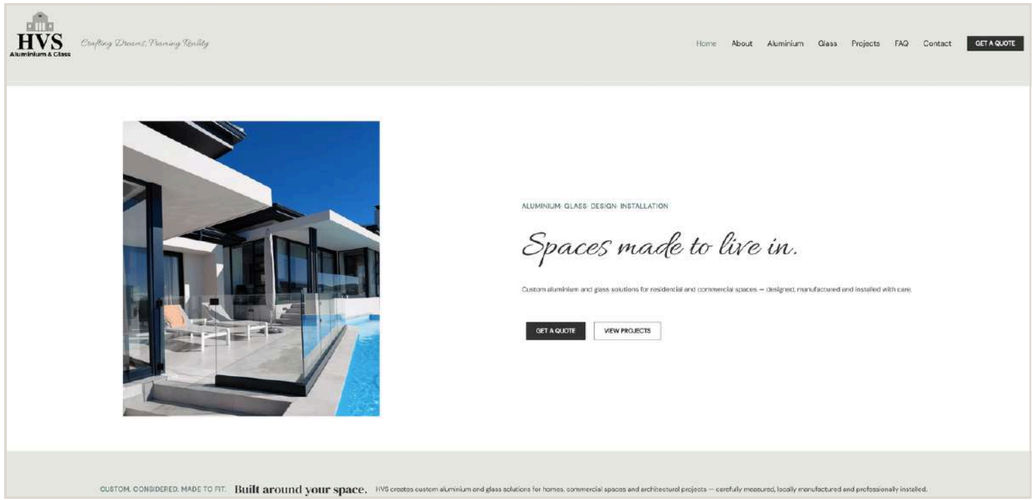
Brand positioning, digital experience, SEO and integrated product communication.

CORE IDEA

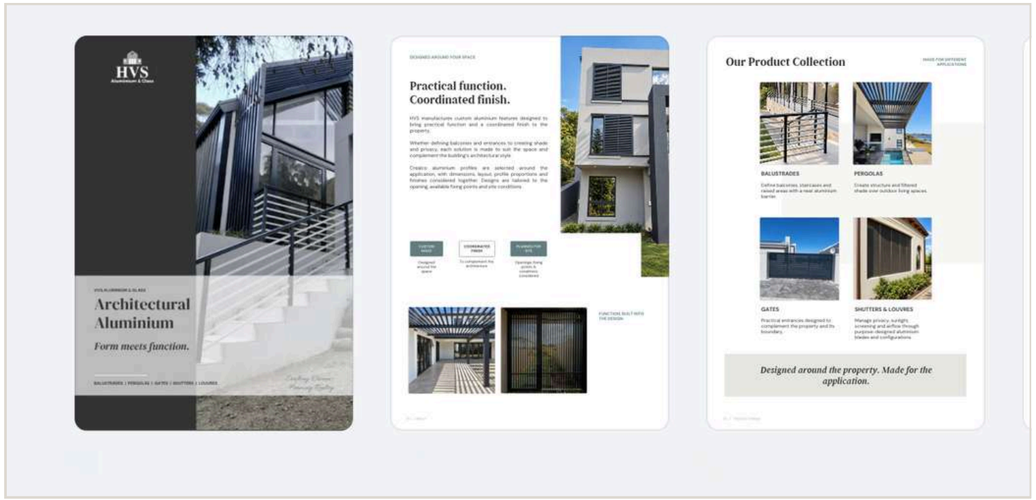
Custom. Considered. Made to fit.

MY ROLE

- Brand positioning & messaging
- Website strategy, architecture & copy
- SEO and search visibility
- Creative direction & visual communication
- Specifile six-brochure series
- Technical information → customer-friendly content

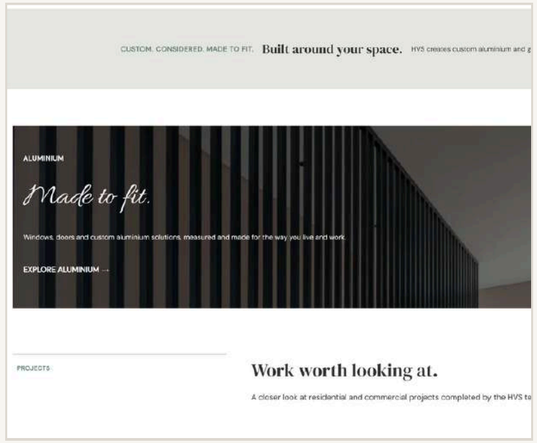


Digital communication

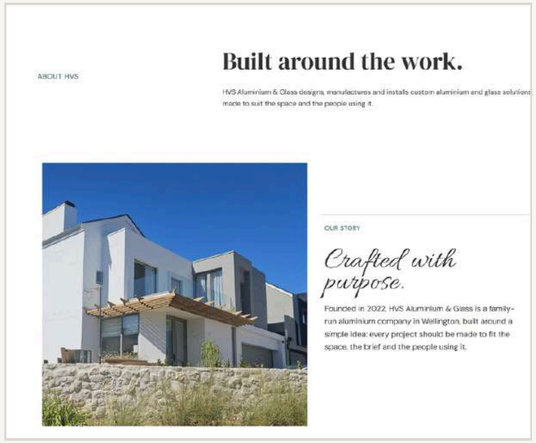


Brochure / product communication

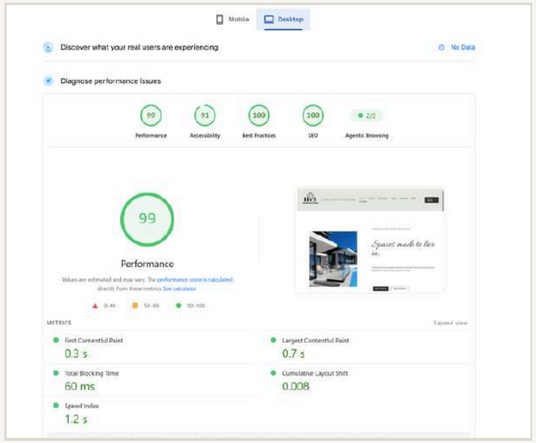
A consistent idea across the customer journey



Brand idea + tone



Architecture + copy + UX



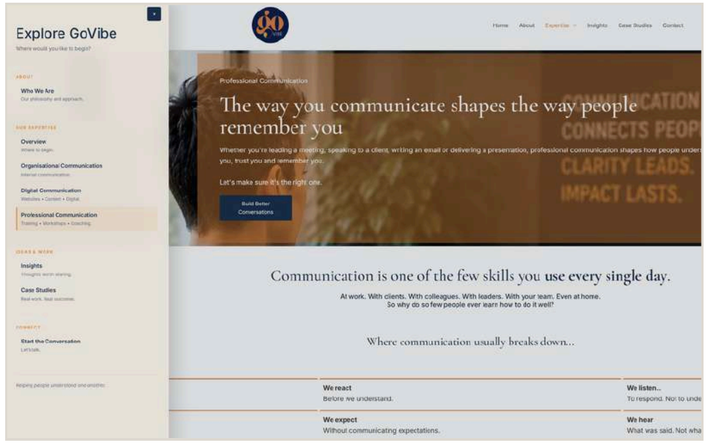
SEO + search visibility + performance



Collateral + product communication

The value of the work is not the individual assets; it is the consistency between brand promise, technical credibility, digital experience and sales communication.

Websites built as communication systems



GoVibe

Consultancy website & positioning

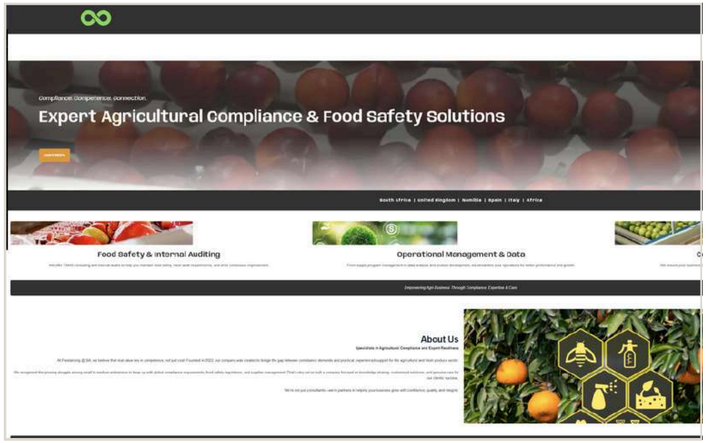
Strategy | Brand | Content | SEO



WJ Cotter Electrical

Technical services & online shop

Web design | Content | Shop | SEO



Freelancing@SA

Digital platform

Strategy | Structure | Content experience

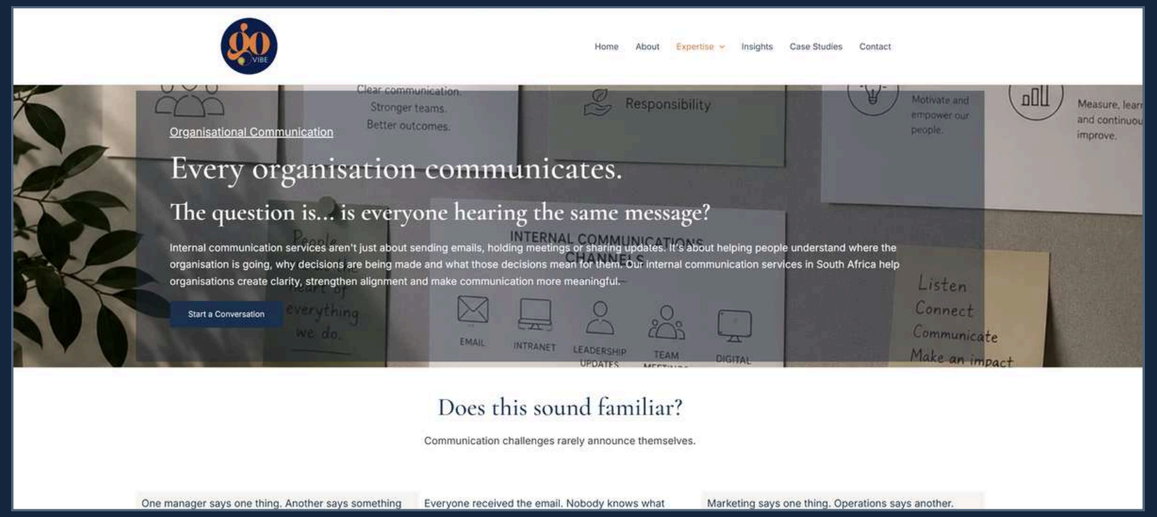
Each project begins with the communication problem - the platform, structure, content and search strategy follow from it.

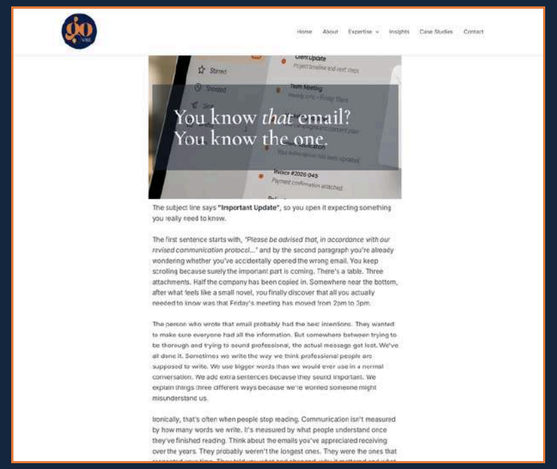
GoVibe

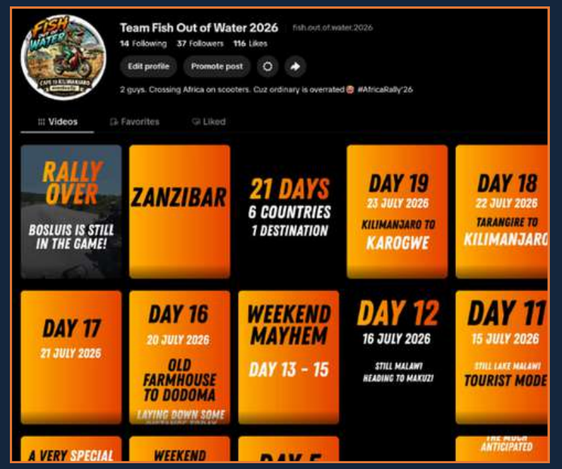
People first, understanding always.

A boutique communications consultancy spanning organisational communication, digital communication and professional communication.

- Communication strategy & audits
- Leadership | Employee communication
- Brand positioning & messaging
- Web strategy | SEO | Content
- AI adoption & communication
- Professional writing & coaching

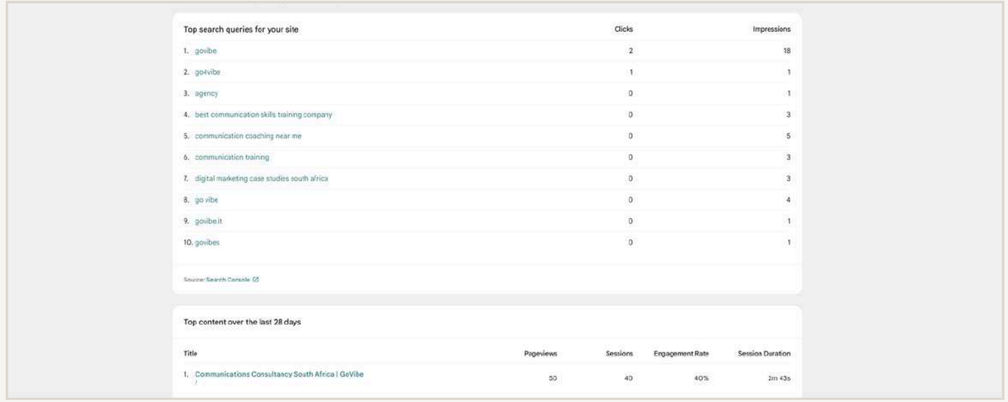






Building authority, not just rankings

GoVibe’s search strategy is being repositioned around organisational communication - aligning content architecture, search performance, brand signals and external authority to strengthen visibility in the market I want the consultancy to compete in.



Top search queries for your site

		Clicks	Impressions
1.	govibe	2	18
2.	goVibe	1	1
3.	agency	0	1
4.	best communication skills training company	0	3
5.	communication coaching near me	0	5
6.	communication training	0	3
7.	digital marketing case studies south africa	0	3
8.	go vibe	0	4
9.	govibe it	0	1
10.	govibes	0	1

Source: Search Console GS

Top content over the last 28 days

Title	Pageviews	Sessions	Engagement Rate	Session Duration
1. Communications Consultancy South Africa | GoVibe	50	40	40%	2m 43s



STRATEGIC APPROACH

- Organisational communication as the primary authority topic
- Supporting content cluster around priority expertise
- Search Console performance and query analysis
- Legacy URL, redirect and canonical clean-up
- Business profile and brand-signal consistency
- E-E-A-T and relevant external authority building

FEATURED CASE STUDY 03

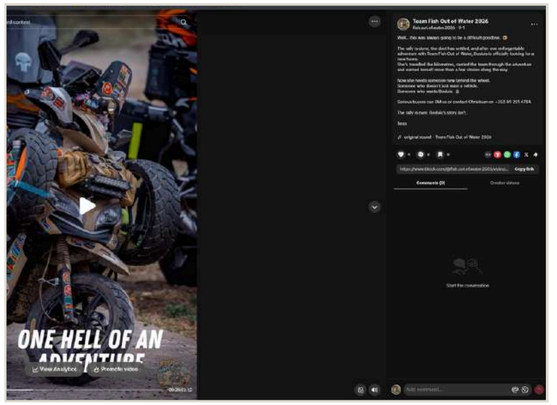
Team Fish Out of Water | Africa Rally

Integrated campaign communications, sponsor engagement and digital storytelling for a multi-country expedition across Africa.

ROLE

- Campaign communications strategy
- Sponsor communications & integration
- Social content & storytelling
- TikTok | Instagram
- Audience engagement
- Environmental fundraising communications







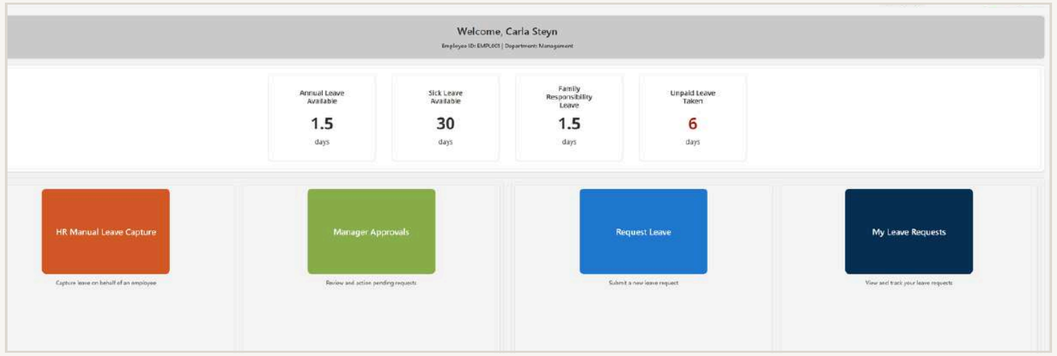
Leave Management System

A configurable leave-management prototype translating organisational policy and business rules into clear employee, manager and HR workflows.

01 **POLICY** — 02 **ROLES** — 03 **WORKFLOW** — 04 **COMMUNICATION** — 05 **VALIDATION**

The prototype translates leave types, balances, approval responsibilities and policy rules into a structured employee journey - submission and validation through manager approval, HR administration and automated communication.

Verified functionality includes balance validation, half-day calculations, fixed and monthly leave cycles, approval/rejection workflows, manual HR capture and employee/manager notifications.



Additional brand, digital and communication work

BOKDAI & MINELLIE

Children's eCommerce

WooCommerce | Brand/digital build | Content

N7 FITMENT CENTRE

Automotive

Identity application | Signage | Production

BERGRIVIER SERVICE CENTRE

Roadside assistance

Vehicle signage | Visual communication

WJ COTTER ELECTRICAL

Electrical

Website | eCommerce | Mobile optimisation

ISIPANI CONSTRUCTION

Construction & infrastructure

Internal communication | Stakeholder support | Events

AFRICA TRAVEL CO.

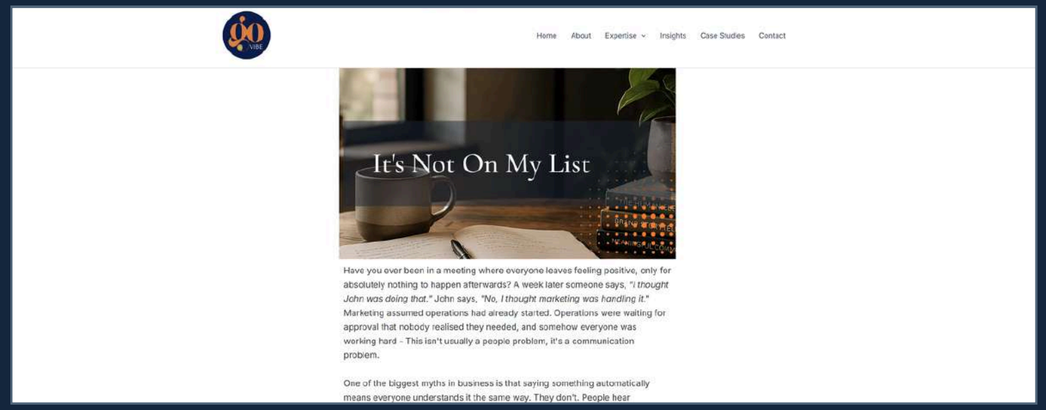
Tourism

Marketing communication | Brand | International expos

Thought leadership & public communication

My communication work extends beyond client deliverables into thought leadership, editorial writing, public speaking and media engagement.

- GoVibe Insights: organisational communication, workplace culture, hybrid work and emotionally intelligent communication
- National TV and radio interview experience
- Long-form editorial, insight and case-study writing
- Strategic presentations, recommendations and stakeholder communication





APPROACH

How I work

01	02	03	04	05	06
UNDERSTAND	**INVESTIGATE**	**FIND**	**FRAME**	**MAKE**	**LEARN**
Business challenge People Context	Research Data Signals	Insight Tension Opportunity	Strategy Priorities Channels	Messaging Experience Execution	Measure Optimise Improve

The goal is not more communication. It is clearer decisions, stronger alignment and communication that earns its place.

Strategic enough to set direction. Practical enough to deliver.

CLEAR THINKING

I simplify complex information without stripping out what matters.

AUDIENCE JUDGMENT

I adapt tone, channel and detail to the people who need to act.

SYSTEMS VIEW

I consider governance, workflow and ownership — not only the message.

HANDS-ON DELIVERY

I move comfortably from strategy to messaging, digital experience and implementation.

CLIENT PARTNERSHIP

I work directly with decision-makers and translate ambiguity into action.

QUALITY CONTROL

I care about accuracy, consistency, usability and the final detail.

CARLA STEYN

Clear thinking.
Considered communication.

Communications Strategy | Organisational Communication | Brand | Content | Digital

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LOCATION

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