



Janine Soubachova

CONSULTANT & TRAINER

ABOUT JANINE

Janine joined the Sunshine Coast team in May 2021 as an account manager bringing with her over 20 years of marketing experience in a range of sectors including, fintech, FMCG, automotive, health and education.

Her previous roles as a marketing consultant, marketing strategist, account manager, product manager, marketing and research director have all prepared her with the strong skill set she brings to The Creative Collective.

Janine is highly talented in conceptualising, creating and implementing customer-centric marketing communications that deliver on organisational goals. She achieves this through her skills in brand positioning, value propositions, messaging, identity and consistency.

Janine studied and gained much of her experience in South Africa, as well as working in many other countries around the world including the UK and Japan. She attended the University of KwaZulu-Natal where she graduated with a Bachelor of Social Science, before graduating with honours at the AAA School of Advertising.

Today Janine is a key strategist/consultant on the team, which she juggles around her two children.

TRAINING TOPICS

- Brand Strategy
- Marketing Strategy

WHAT PEOPLE SAY

"I found the training informative and full of invaluable information that will save me an enormous amount of time and I found the presenter to knowledgeable and engaging. Thanks!"