



Digital Marketing 1

Age: 37

City: Benoni, Johannesburg

Gender: Female

Ethnicity: Caucasian

She is a creative and knowledgeable Digital Marketing Specialist with 18 years extensive experience in developing data-driven marketing campaigns and strategies, successfully managing marketing teams, and monitoring performance of the campaigns. Certified Marketing Management Professional with excellent communication / leadership skills real time management abilities, and strong attention detail with a strong understanding of UX processes.

As a paid media specialist, she has experience generating leads and clients through social media campaigns. For example, she set up campaigns specifically designed to generate qualified leads. She ensured that these leads were directed to the appropriate call centers, where they could be closed.

Her most recent position was as a Digital Lead, where she managed budgets and insurance. With 18 years of experience in Paid Media, she began her career as a Social Media specialist and progressed into Paid Media. She has experience across generic and paid media, both below and above the line, with a particular specialty in digital and paid media.

She has experience with SEO strategies but usually delegates the SEO implementation.

Work History

Position: Digital Marketing Lead

Duration: 2024 to 2024

Company: Healthcare sector

Reason for leaving:

- She was retrenched 2 weeks after she started as they went through a restructure, this put her in a very difficult position having resigned from her previous role where she had job security, the company has given her 3 months salary as a retrenchment package of inconveniences.

Position: Digital Marketing Lead – Promoted to Manager

Duration: 2022 to 2024

Company: Insurance and Financial services sector

- Responsible for helping maintain all digital marketing campaigns across five of South Africa's leading financial service providers whilst having identified bottlenecks in marketing process, and adjusted documentation and priorities to hit 85% more goals on time whilst overseeing various digital marketing campaigns with budgets exceeded R55 Million rand monthly.
- Achieved YOY sales growth by 11%.
- Designed, implemented, and optimized retargeting ads using Facebook and AdWords to improve the visitor to paid conversion rate by 55%.
- Launched and designed affiliate marketing program that grew to 30 partners and R220,000 in incremental monthly revenue.
- Implemented an A/B testing framework for SEO purposes for all content, which incrementally improved the rank for targeted keywords by 29%.
- Revitalised the email marketing strategy for products based on user engagement, resulting in increased revenue through optimised digital campaigns in alignment with customer acquisition.

- Led a team of 8 marketing associates to collaborate with cross-functional teams and customers to create, optimize report on website, email, and paid media content.
- Handling the portfolio that includes short-term insurers, a long-term insurer, health insurance as well as an insurance and personal finance comparison platform.
- Collaborated with marketing director to build marketing content calendars and budget, coming under budget for 89% of all projects built a robust organic traffic campaign through the creation of extensive industry white papers, leading to an increase in inbound leads of 28% MoM.
- Pioneering customer-focused innovation and service excellence to the financial services industry.

Key achievements:

- Dial Direct.
- Budget Insurance - Loerie Award Winning Campaign.
- First For Women.
- ILife - Life & Funeral.
- Auto & General.
- Virseker.
- Successful monthly KPI achievements for business.

Reason for leaving:

- She was head hunted for a role with an American company where she would work fully remote and get paid in US Dollars, but had to work US hours which she didn't mind either.
- It was a 5-month interview process, she resigned from this company.

Position: Head of SEO, Programmatic & Social

Duration: 2021 to 2021

Company: Digital and Information Technology sector.

- Transformed a tactical web marketing team into a cross-functional team of subject matter experts, implementing strategic planning, analytics, performance marketing, search, A/B testing and regional partnership practices.
- Directed strategy and launch of global site redesign, lifting organic visits by 52%, engagement by 48% and user satisfaction by 12%.
- Developed cross-channel digital campaigns eclipsing engagement goals by 25% and delivering on revenue and brand targets.
- Drove strategy and execution for digital brand campaign, outperforming engagement goals by 30% and traffic by 633%.
- Increased global efficiency by creating engagement model with field marketing, sales, IT and 3rd party agencies & vendors.
- Led company's first direct-to-consumer product launch, driving the go-to-market plan and Ecommerce implementation.
- Deployed companies first digital asset management platform, adopted by 60% of target users within 90 days of launch.
- Developed a merchandising plan to optimize the organization of products and increased site conversion by 30%.
- Identified new opportunities for customer acquisition and revenue growth with affiliate marketing, Wix and loyalty program.
- Manage the PPC automation and devise and deliver key automation initiatives. Hands-on bid management and daily account optimisation.
- Implement innovative strategies to achieve business targets and growth across our paid media accounts whilst managing online brand and product campaigns to raise brand awareness.
- Responsibility for planning and budgetary control of all paid digital marketing
- Devise focus on opportunities such as programmatic, Bing and other paid lever opportunities.
- Review new technologies and keep the company at the forefront of developments in digital marketing.
- Work with internal digital colleagues, designers, web developers etc to align key activity.

Key achievements:

- Martin Roberts, Asset Academy - UK Markets.
- Cryptoartsa - International Markets - Originated in South Africa.
- Successful monthly KPI achievements for clients .

Reason for leaving:

- Head hunted by a company which is a reputable Insurance company in South Africa and offered a challenging role.

Position: Head of Content & Manager

Duration: 2021 to 2021

Company: Media and Entertainment sector

- Planning, developing and organizing advertising policies and campaigns to support objectives.

- Responsible for planning, implementing and monitoring the company's & clients social media and marketing Strategy in order to increase brand awareness, improve marketing efforts and increase sales and ROI.
- Help develop brand awareness, generating inbound traffic and encouraging product adoption by working closely with the creative, account management, strategy and data teams to learn from what is being done now and is working and adapt to the audience and platform based on insights from all teams.
- Core focus on delivering exceptional content on the right platforms to engage the audience and achieve the clients results. Coordinating production and advertising campaigns involving specialised activities, such as artwork, copywriting, media scripting, television and film production and media placement, within time and budget constraints.
- Work with graphic designers for content design and digital storytelling.
- Manage social media campaigns and day-to-day activities.
- Monitor effective benchmarks for measuring the impact of social media programs and analysis.

Key achievements:

- OK Furniture - 7 x African Markets.
- DIAGEO Group.
- Shoprite - 7 x African Markets.
- Bavaria - South Africa, Africa & MENA regions.
- House & Home - Namibia and Botswana.
- Various Digital Campaigns with various marketing strategies and campaigns.
- Successful monthly KPI achievements for clients .

Reason for leaving:

- She found out she was expecting, and was head hunted by a UK based company to work fully remote and this would have been a much better set up.

Position: Social Media Specialist

Duration: 2019 to 2021

Company: Advertising & Marketing sector

- Monitor effective benchmarks for measuring the impact of social media programs, and analyse, review, and report on effectiveness of campaigns in an effort to maximise results.
- Researching potential demand and market characteristics for new goods and services and collecting and analyzing data and other statistical information.
- Work with graphic designers for content design and digital storytelling.
- Manage social media campaigns and day-to-day activities. Duties included online advocacy, uploading daily posts, answering fans, promotions, etc.
- All aspects of paid social media advertising, and promote business initiatives, subscription, and events on social media.
- Manage presence in social networking sites including Facebook, Twitter, LinkedIn and Instagram and other similar community sites, posting on relevant blogs, and seeding content into social applications as needed.
- Monthly strategies development, content creation and writing, Briefing studio for graphics, animation, videos etc.
- Responsible for the generation of ideas as well as the building a reputable online presence.

Key achievements:

- Avroy Shlain — Yearly and monthly digital marketing strategies and campaigns.
- Tupperware South Africa.
- South African Mint - Transformed a relatively non-existent social media profile into an online presence via organic content and paid media across Twitter, Facebook, LinkedIn, and Instagram for the successful launch of the SA25 campaign.
- PwC South Africa, Nigeria and Kenya — Digital Campaigns cross Twitter, Facebook, and LinkedIn.
- Successful monthly KPI achievements for various clients.
- Exceeding expectations award 2019 and 2020.

Reason for leaving:

- The company took a knock during Covid and they were retrenching, thus for job security.

Position: Social Media Brand Manager

Duration: 2011 to 2018

Company: Advertising & Marketing sector

- Develop new ways of looking at data to improve insights, enhance efficiency and effectively, and add new metrics. Community management and turnkey creative strategies including all aspects of marketing, including rebranding of companies from stationery to logos ensuring consistency and fluidity and Website Building and Management.

- Ensured a strong presence of organization on social media and monitored functionality.
- Developed and implemented social strategies in coordination with all stakeholders.
- Monitored digital marketing initiatives and ensured compliance to budget and performed quarterly forecasts on plans.
- Negotiated with external suppliers of digital marketing and drafted contracts.
- Managed various digital marketing campaigns such as web marketing, email campaigns and online advertising on both web and mobile platforms.
- Developed and managed social media strategies in coordination with team members.
- Monitor effective benchmarks for measuring the impact of social media programs, and analyse, review, and report on effectiveness of campaigns to maximize results.

Key achievements:

- Vichy - L'Oréal
- Revite and Eat Naked
- Herbal Icedman
- Solal, Nimue, Age Well, PCA Skin - Ascendis Health
- CIGroup
- Yearly and monthly digital marketing strategies and campaigns.
- Successful monthly KPI achievements for various clients.

Reason for leaving:

- Small boutique agency and she wanted a new challenge.

Education

Grade 12. St Dominics School for Girls, 2004.

Bachelor of Arts Degree in Communication Science. Unisa, 2011.

Certified Google Courses. 2024.

Top Skillz

Solid experience in managing digital marketing campaigns for various dynamic websites with complex configurations, utilising strategic, and creative thinking.

Familiarity with UX processes, and well-acquainted with creating data-driven marketing campaigns, SEO, social media management and content marketing.

Highly proficient in paid social and digital marketing across a variety of platforms including all Social Media Platforms like Facebook, Instagram, TikTok, LinkedIn, YouTube including Google - Search, Display, AdWords & AdSense.

Strong focus on the key business metrics including revenue, profit, demand, traffic, lead generation, site conversion, retention, and engagement whilst having the ability to analyse and report on data.

Salary

Before Deductions:	R 72 500.00 pm
Salary Expectations:	Negotiable between min R63 000 – R72 000 gross pm

"Thank you for considering our applicant! To schedule an interview, please reach out to your Talent Acquisition Specialist."