

VINCA

Digital Marketing Specialist

PROFESSIONAL SUMMARY

Highly experienced Marketing Manager with over 10 years of expertise in digital strategy, content management, and business development. Proven track record in locating and nurturing growth, having transitioned from administrative roles into senior leadership positions across international markets. Specialist in crafting compelling copy, managing SEO/PPC campaigns, and executing digital projects that drive measurable results.

KEY SKILLS

- Content Strategy & Management
- Social Media Management
- UX Strategy & Testing
- WordPress Management
- Microsoft Office Suite
- Digital Marketing & SEO/PPC
- Data Analysis & Financial Projections
- Project Management
- Adobe Photoshop
- Copywriting & Communication

PROFESSIONAL EXPERIENCE

Marketing Manager

November 2021 - Present

International Animation & Creative Services Agency

Remote (Los Angeles-based)

- Lead comprehensive marketing efforts and business development for a new global venture.

- Manage team workflows to ensure the delivery of high-quality creative services to the market.
- Directly responsible for onboarding and managing team members to maintain operational excellence.
- Analyze website performance and provide SEO-optimized landing page content.
- Analyze and enhance paid advertising spend and performance metrics.

Office Manager / Digital Marketing Lead**November 2018 - October 2021****Specialist SEO & PPC Digital Agency***Hybrid (Port Elizabeth, South Africa)*

- Launched and managed a second business venture for current employers based on previous performance success.
- Managed a dedicated team of SEO and PPC specialists to deliver client results.
- Translated technical data into understandable reporting for clients to communicate goal progression.
- Managed financial health of the agency, including financial projections, quoting, and invoicing.

Content & Project Manager**February 2012 - October 2021****Web Design & Development Firm***Office-based (Port Elizabeth, South Africa)*

- Progressed through the company from a temporary administrator to Project Manager and finally Media Manager.
- Provided cross-departmental support across development, technical support, and executive leadership.
- Managed website and social media projects for diverse clients, ranging from local retail to major international footwear brands.
- Developed long-term community management and digital media strategies.

Personal Assistant**January 2011 - November 2011****Media & Production Company***Office-based (Toronto, Canada)*

- Supported a Director of Photography with high-stakes administrative and financial tasks.

- Coordinated equipment checks and sets in a fast-paced media environment.
- Demonstrated high levels of adaptability and quick problem-solving in a deadline-driven industry.

LANGUAGES

- English (Professional Proficiency)