

# ALEX

# RooCruit

Key Account Project Manager

Pretoria, South Africa

## PROFESSIONAL SUMMARY

*Dynamic professional with a proven history of innovative and effective sales, marketing, and project management skills. Highly committed to accurate research and motivated to adapt to complex environments. An organized and dependable manager successful at balancing multiple priorities with a positive attitude and a results-driven mindset.*

## KEY SKILLS

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|--------------------|--------------------|------------------|
| Project Management | Budget Management  | Market Analysis  |
| Digital Marketing  | Strategic Planning | Google Analytics |
| Microsoft Office   | Pricing Structures | Research Methods |

## PROFESSIONAL EXPERIENCE

**Key Account Project Manager (Contract)** **2023-01 - 2023-03**  
 Boutique Creative Agency

- Developed and implemented creative solutions to complex client problems.
- Collaborated with cross-functional teams to deliver creative campaigns across Facebook, Twitter, YouTube, Instagram, and TikTok.
- Acted as a team leader in group projects, delegating tasks and providing performance feedback.
- Managed digital marketing projects effectively in a high-pressure, fast-paced environment.

**Process & Control Improvement Specialist (Contract)** **2022-07 - 2022-12**  
 Global Beverage & Manufacturing Corporation

- Identified operational issues, analyzed complex datasets, and provided actionable solutions.
- Utilized critical thinking to break down systemic problems, evaluate solutions, and facilitate executive decision-making.
- Consistently met tight deadlines within a fast-paced corporate atmosphere.
- Ensured all work adhered to applicable standards, policies, and regulatory guidelines to promote a safe and compliant environment.

**Market Research Analyst****2019-11 - 2022-07****Specialist Digital Solutions Group**

- Developed comprehensive business, strategic, and operational plans for eight distinct entities within the group.
- Adapted business strategies based on rigorous quantitative and qualitative market research.
- Tracked key performance metrics and developed sophisticated spreadsheets and data models.
- Analyzed third-party market data to investigate and capitalize on new growth opportunities.
- Supported executive leadership with proposal development and grant funding applications.

**Regional Manager****2019-01 - 2019-11****Educational Media & Broadcasting Firm**

- Implemented regional content creation plans across various educational institutions.
- Managed P&L to decrease discrepancies and ensure projects remained under budget.
- Partnered with recruitment and HR teams to meet regional hiring objectives.
- Drove business development and customer acquisition through high-impact brand activations.

**Operations Manager****2017-11 - 2019-01****Educational Media & Broadcasting Firm**

- Developed daily operations and logistics, including filming schedules, employee assignments, and promotional strategies.
- Implemented content creation plans across the organization's live streaming platform.
- Recruited and managed a team of 40 producers, editors, and assistant cameramen under the Y.E.S Initiative.

- Devised and monitored processes to boost long-term business success and increase profit levels.
- Cultivated productive relationships with community members and potential strategic partners.

## EDUCATION

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**Post Graduate Diploma: Applied Marketing Management** **2021 - Present**  
IMM Graduate School

**Bachelor of Commerce: BCom Investment Management** **2012 - 2014**  
University of Pretoria  
Majored in Investment Management, Accounting, Financial Management, and Economics

## CERTIFICATIONS

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**Short Course: The Fundamentals of Project Management** **2022**  
IMM Graduate School

**Short Course: Data Analysis** **2020**  
University of Cape Town

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Relocated contact information available upon request via RooCruit.