

# STORM

RooCruit

## Account and Project Manager

Cape Town, South Africa

### PROFESSIONAL SUMMARY

*Certified HubSpot Solutions Partner and Project Manager with over 3 years of experience orchestrating all stages of the project lifecycle from inception through to monitoring and closing. Known for a consistent ability to achieve and exceed company, project, and customer objectives through strategic planning and data-driven execution. Expert in managing remote teams and multi-channel marketing campaigns within the HubSpot ecosystem.*

### KEY SKILLS

- **Technical:** HubSpot CRM, Jira, Asana, Monday.com
- **Marketing:** SEO, Email Marketing, Content Strategy
- **Management:** Budgeting, Reporting, Resource Allocation
- **Tools:** Xero, Canva, Microsoft Office / Google Suite
- **Soft Skills:** Leadership & Diplomacy
- **Execution:** Strategy Implementation & Scheduling
- **People:** Conflict Resolution & Prioritisation
- **Analysis:** Metric Tracking & Data Analytics

### PROFESSIONAL EXPERIENCE

**Client Account Project Manager** | *International Inbound Marketing Agency*

**JANUARY 2022 — PRESENT**

- Own marketing and website project management, collaborating with creative teams to ensure flawless campaign execution.
- Create and execute multi-channel marketing campaigns leveraging SEO, social media, inbound marketing, and email to drive customer acquisition.
- Audit and manage client HubSpot CRMs to optimize performance of Inbound Marketing campaigns.

- Measure campaign effectiveness against KPIs, using data analytics to refine and pivot strategies.
- Manage stakeholder interactions, client expectations, and project budgets to ensure top-tier service delivery.
- Produce high-quality marketing collateral including blogs, newsletters, and social media content.

**Operations Manager** | *Specialized Technical Solutions Supplier*

**JANUARY 2021 — DECEMBER 2021**

- Directed and oversaw staff activities, designing optimized schedules to balance departmental needs and employee welfare.
- Developed and implemented performance standards and procedural improvements to significantly drive productivity and quality output.

**Social Media Specialist and Copywriter** | *Global Virtual Assistant Agency*

**NOVEMBER 2019 — MAY 2020**

- Managed multiple client accounts focusing on horizontal engagement, metric tracking, and content planning.
- Executed end-to-end content lifecycles including scheduling, reporting, and asset creation.
- Authored persuasive ad copy and general marketing materials to support client growth.

**EDUCATION**

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**Bachelor of Arts: Media, Writing & Feminist Studies**  
*University of Cape Town*

**2009 — 2013**

**CERTIFICATIONS (HUBSPOT ACADEMY)**

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- HubSpot Solutions Partner (2022)
- Inbound Marketing
- Guided Client Onboarding
- Digital Marketing
- HubSpot Marketing Software
- Digital Advertising
- Contextual Marketing
- SEO Certification
- HubSpot CMS for Marketers
- Client Management
- Content Marketing
- Social Media Marketing
- Email Marketing

## LANGUAGES

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English, Afrikaans

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