

CHELSEA

RooCruit

Demand Executive & Digital Marketing Specialist

Cape Town, South Africa

PROFESSIONAL SUMMARY

Dynamic marketing professional with over 13 years of experience specializing in campaign management, process optimization, and growth planning. Expert in SEO, CRM management, and full-stack digital strategy across various platforms including Google and Meta. Demonstrated success in leading remote teams, improving operational efficiency, and utilizing data-driven insights to drive meaningful business growth.

KEY SKILLS

- **SEO:** SEMRush, Ahrefs, Botify, Google Search Console
- **PPC:** Google Ads & Meta Business Suite
- **Analytics:** Google Analytics (GA4), YouTube Analytics
- **CMS/CRM:** WordPress, HubSpot, Mailchimp, Moodle
- **Technical:** HTML5, Liquid Language (Learning), JSON
- **Project Management:** Jira, Monday.com, Trello
- **Design:** Photoshop, Canva, Milanote
- **Management:** Team Leadership, Hiring, Performance Planning

PROFESSIONAL EXPERIENCE

International Educational Publisher

Oct 2024 - Present

Demand Executive

- Conducting deep-dive SEO research using GA, GSC, SEMrush, and Botify.
- Managing competitor analysis, content auditing, and creative briefing.
- Overseeing website management and cross-functional stakeholder coordination.

Educational Technology Company

Jan 2024 – Oct 2024

Acting Line Manager

- Led hiring, onboarding, internal training, and performance planning for a high-output team.
- Managed a remote workforce, handling complex reporting and project coordination.

- Implemented strategic SEO processes and systems to drive departmental growth.

Specialized Tool Manufacturer

Feb 2024 – Present

Digital Marketer

- Manage monthly SEO and analytics reporting, blog content strategy, and digital catalogs.
- Coordinate website updates and stakeholder communication for brand consistency.
- Support CRM infrastructure improvements and general marketing administration.

B2B Media and Infrastructure Publication

Oct 2024 – Present

Website and Social Media Manager

- Manage comprehensive content lifecycle for digital publication website.
- Execute social media strategy across all major professional platforms.
- Design and populate high-engagement newsletters and digital creative assets (videos/images).

Educational Technology Publisher

Jan 2023 – Jan 2024

Digital Administrator

- Maintained complex site structures using HTML5 page builders and resource management tools.
- Optimized site navigation and built UTM tracking systems for traffic attribution.
- Completed advanced data analytics training for enhanced Google Sheets reporting.

Business Media & Sales Training Firm

Apr 2013 – May 2019

Webmaster & Digital Marketer

- Managed multiple corporate websites focusing on UX, SEO, and lead generation.
- Led display and video ad campaigns, digital curation, and email marketing.
- Created content for digital sales courses and managed internal publishing workflows.

Leading Private Educational Institution

Jun 2019 – Dec 2022

Grade 3 Teacher (Foundation Phase)

- Taught core foundation phase subjects with a focus on remote learning engagement.

EDUCATION

Bachelor in Foundation Phase Education (Cum Laude)

University of South Africa | 2017-2022

Matric (Bachelor’s Exemption)

Bryanston High School | 2006-2010

CERTIFICATIONS

- Google Analytics Certified & Google DFP Trafficker – Google Academy (2015-2016)
- SEO Professional Training Course – Blue Magnet (2015)
- Digital Marketing Certificate – GetSmarter (2014)

LANGUAGES

- English (Primary)
- Afrikaans

This document is property of RooCruit. Identifiable information has been removed for candidate privacy.