

MEGAN

ROOCRUIT

Brand Manager / Global Marketing Manager

Pretoria, South Africa (Open to relocation)

PROFESSIONAL SUMMARY

Accomplished Marketing Professional with extensive experience leading global brand strategies and digital marketing departments. Proven track record in developing high-impact customer acquisition funnels, managing global budgets, and executing complex marketing plans across North America, EMEA, and APAC regions. Expert in leveraging data-driven insights to drive product roadmaps and business growth within competitive international markets.

KEY SKILLS

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| Brand Management & Strategy | Digital Marketing Strategy (SEO/SEM/PPC) |
| Global Team Leadership | Customer Acquisition Funnels (CAC/LTV) |
| E-commerce Optimization
(Amazon/Walmart) | Data Analytics & Performance Tracking |
| Budget Management | Product Launch & Creative Direction |

PROFESSIONAL EXPERIENCE

Advertising Manager / Recruitment Manager

Sept 2021 – Current

International Clinical Research Services Firm

- Lead and manage the Advertising department for medical clinical trials across Australia and the United States.
- Drive continuous improvement in recruitment channels, leadership of the Advertising Team, and high-level client interactions.

- Monitor and ensure recruitment KPIs are met, implementing data-driven solutions for consistently underperforming metrics.
- Collaborate as part of the Executive Leadership team to drive strategic business decisions.
- Brainstorm and execute creative growth strategies through advanced digital marketing techniques.

Marketing Manager

Sept 2020 – Aug 2021

Leading Engineering and Construction Group

- Developed and executed comprehensive online campaigns and customer funnels across PPC, SEO, SEM, and social media (organic/paid).
- Utilized CAC, LTV, and relevant performance metrics to drive scalable customer acquisition.
- Authored 3-year marketing and brand plans specifically for the EMEA region.
- Collaborated with cross-functional stakeholders (Product, UX, Design, Analytics) to drive product roadmaps and execution.
- Managed global marketing budgets and high-level brand strategy.

Global Marketing Manager

Jan 2018 – Aug 2020

Global Leisure and Lifestyle Brand Group

- Led the global marketing team headquartered in Los Angeles, California.
- Developed 3-year marketing and brand plans for two owned brands including regional execution for the US and EMEA.
- Oversaw all aspects of digital marketing, including optimization of large-scale PPC and SEO campaigns.
- Managed major sports partnerships and strategy involving high-profile NFL franchises.
- Developed customized e-commerce optimization strategies for major accounts including Walmart, Costco, Amazon, and Home Depot.
- Launched new private label brands for major US and EU retailers from CI development to market penetration.

Senior Marketing Executive

Jan 2017 – Jan 2018

International Home & Lifestyle Product Manufacturer

- Led the end-to-end marketing plan process, including holistic briefs, insights, and KPI development.
- Partnered with sales leadership and the CEO to create integrated marketing proposals for global accounts (Costco, Amazon, Makro, Takealot).
- Managed global B2B trade show execution in Las Vegas (USA) and Cologne (Germany).
- Directed all corporate marketing functions including brand management, product launches, and advertising collateral.

EDUCATION & CERTIFICATIONS

BA Honours degree in Brand Management and Communication (Cum Laude)

Vega School of Brand Leadership

Bachelor of Commerce in Marketing Management

University of Pretoria

Desktop Publishing & Design Certificate (Cum Laude)

Vega School of Brand Leadership

Certifications: Certified Pardot Specialist (Salesforce), Growth Hacking with Digital Marketing (Udemy), Fundamentals of Digital Marketing (Google), Authentic Leader Manager Level 1.

SOFTWARE PROFICIENCY

Adobe Photoshop Illustrator InDesign Salesforce Pardot Shopify WordPress
Google Analytics Facebook Business Manager SEMRush MS Excel