

NADET

Senior Digital Marketing & Project Manager

PROFESSIONAL SUMMARY

A highly efficient and organized professional with a diverse background in project management, digital marketing, and UI/UX design. Expert at leading cross-functional teams to deliver complex projects on time and within budget through meticulous planning and effective stakeholder communication. Combines creative design sensibilities with analytical business skills to drive growth and operational excellence.

KEY SKILLS

- Digital Marketing Strategy (SEO/SEM, Email, Social)
- Agile Project Management & Squad Coordination
- UI/UX Design & User Flow Analysis
- Web Development (HTML, CSS, JavaScript, WordPress)
- Brand Management & Corporate Identity
- Budgeting, Reporting & Performance Metrics

PROFESSIONAL EXPERIENCE

Snr Digital Marketing Manager

Nov 2022 - Current

Leading South African Fintech & Payment Solutions Provider

- Define and lead the overall digital marketing strategy and multi-channel execution.
- Execute campaigns across SEO/SEM, email, social media, and display advertising.
- Collaborate with agencies and vendors to drive strategy and optimize digital touchpoints.
- Oversee website management, tracking implementation, and landing page optimization.
- Report performance metrics against business goals to executive leadership.

Project Manager**April 2022 - Current***International Financial Technology Firm*

- Assemble and coordinate specialized project squads for technical implementations.
- Develop detailed project plans to track progress and maintain comprehensive documentation.
- Manage project scope, budget, and resource allocation to ensure timely delivery.
- Communicate milestones and progress reporting to Management Committee (Manco).

Brand Manager**October 2022***International Sporting World Cup Event*

- Created the official tournament logo and visual identity for an international event.
- Designed the merchandise catalogue and national team kit.
- Managed the production of marketing collateral and event signage.

Digital Marketing Manager**May 2020 – April 2022***Full-Service Digital Marketing Agency*

- Oversaw all aspects of the digital marketing department including email and display advertising.
- Managed campaign budgets and optimized spend based on performance metrics.
- Coordinated with media experts and brainstormed innovative growth strategies with creative teams.
- Handled client account management and high-level stakeholder collaboration.

Director / Creative Lead**Jan 2018 – Apr 2020***Boutique Creative Design Agency*

- Provided end-to-end design services: Brand Identity, Web Design, and Social Media Ads.
- Developed websites from scratch using HTML, CSS, JavaScript, and WordPress.
- Implemented SEO, Google Analytics, and UX testing to improve user flows.
- Managed vendor contracts, resource requirements, and project schedules.

Senior Web Development Lecturer**Feb 2018 – Jan 2020***Private Higher Education Institute*

- Responsible for the delivery and assessment of the 3rd-year web development curriculum.
- Developed new curriculum areas in line with evolving industry trends.

- Provided academic guidance and mentored students in professional practice.

Web UI Development Lead

April 2009 – Dec 2017

Commercial Software Solutions Provider

- Led UI development for web and mobile applications using Bootstrap, jQuery, and Visual Studio.
- Managed development flow from initial wireframing (Balsamiq) to final testing.
- Acted as Team Lead, managing timelines and project allocations via ASANA.
- Conducted rigorous UX/UI testing and fault reporting to ensure software quality.

EDUCATION

- **Diploma in User Experience Design** – University of Cape Town
- **Diploma in Web Development** – CTU Training Solutions
- **Diploma in Computer Graphics** – CTU Training Solutions
- **Diploma in Music Teaching** – The Contemporary Music College
- **Certificate in Domestic Energy Assessment** – ABBE Reading University

PROFESSIONAL CERTIFICATIONS

- SAHA/FIH Level 2 Hockey Coach
- Western Province Hockey Union Executive Committee Member (2021-2023)

LANGUAGES

English, Afrikaans