

# Aubrey

# ROOCRUIT

**Chief Marketing Officer | Executive Marketing Leader**

Cape Town, South Africa

## PROFESSIONAL SUMMARY

*Experienced Marketing Executive with a demonstrated history of growing revenue across diverse geographies. Strategic leader specializing in aligning marketing efforts for technology companies to achieve ambitious growth targets. Expert in go-to-market (GTM) strategy, brand evolution, and building high-performing integrated marketing teams within global contexts.*

## KEY SKILLS

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|----------------------------|----------------------|------------------------|
| Digital Marketing Strategy | Go-to-Market (GTM)   | Brand Positioning      |
| Data Analysis & KPIs       | PPC & Paid Media     | Product Marketing      |
| CPA & ROI Optimization     | Executive Leadership | Stakeholder Management |

## PROFESSIONAL EXPERIENCE

**Chief Marketing Officer**

**2022 - Present**

*Premium Private Tutoring & Educational Services Platform*

- Create and own the GTM strategy for new products and features, defining target audiences and measuring adoption.
- Drive brand positioning evolution to resonate with and motivate target audiences across all outbound channels.
- Oversee voice of the customer initiatives, collaborating with product, design, and engineering leadership.
- Lead and mentor an integrated team across product marketing, content, and brand functions.
- Manage marketing budgets, determine KPIs, and present annual marketing plans to the board.

**Interim Chief Executive Officer****2022***Global Fintech & Wealth Management Platform*

- Appointed by the Board of Directors to lead the organization through a critical transitional period.

**Chief Marketing Officer****2019 - 2022***Global Fintech & Wealth Management Platform*

- Set marketing goals and objectives to drive overall company growth.
- Review and manage content marketing strategies and overall marketing spend.
- Track and present regular KPI reports to stakeholders using data-driven evidence for decision-making.

**Director of Marketing Strategy - Africa****2019***International EdTech Leader (NASDAQ Listed)*

- Responsible for revenue and profitability targets for a diverse portfolio of graduate programs and digital courses.
- Managed high-level marketing budgets to ensure maximum revenue at an acceptable Cost Per Acquisition (CPA).
- Directed the marketing mix across digital and traditional channels and managed course pricing and payment plans.
- Collaborated with university partners to manage launch expectations and student enrollment projections.

**Marketing Lead****2017 - 2019***International EdTech Leader (NASDAQ Listed)*

- Managed university marketing strategies and overall performance towards profitable CPA percentages.
- Collaborated with Brand Strategists and Operations to develop integrated conversion strategies.
- Forecasted student numbers and allocated spend across advertising innovations.

**Paid Media Director****2015 - 2016***Global Digital Marketing Performance Agency*

- Strategic lead for PPC departments across Johannesburg and Cape Town offices.
- Onboarded and managed global clients across multiple locations, ensuring all KPIs were met.

- Managed department hiring and implementation of new paid service offerings.

**Digital Director**

**2013 - 2014**

*Top-Tier Digital Strategy & Performance Firm*

- Responsible for business development, upselling, and retention targets.
- Formulated and implemented divisional roadmaps and operational excellence strategies.

**SEO and PPC Manager**

**2010 - 2012**

*Leading Strategy & Creative Agency*

**EDUCATION**

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**Master of Business Administration (MBA)** – (In Progress 2019-2024)

Edinburgh Business School, Heriot-Watt University

**Artificial Intelligence: Implications for Business Strategy**

Massachusetts Institute of Technology (MIT) - Sloan School of Management

**MBA Essentials**

University of Cape Town

**Certificate in Project Management**

University of Cape Town (USB)

**CERTIFICATIONS**

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Data Analysis for Management

Managerial Finance

Advanced Digital Marketing

CPA Strategy

**LANGUAGES**

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English (Native/Professional), Afrikaans (Professional)

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