

ROOCRUIT

Tarryn

Senior Marketing & Digital Communications Specialist

Johannesburg, South Africa

PROFESSIONAL SUMMARY

A results-driven Marketing Professional with over 15 years of experience across digital, traditional, and B2B marketing sectors. Highly skilled in translating complex business goals into tangible multi-channel campaigns, with a strong emphasis on ROI, lead generation, and brand protection. An innovative problem-solver with a "can-do" attitude, currently completing a BBA in Marketing Management to complement extensive practical expertise in SEO, PPC, and marketing strategy.

KEY SKILLS

- **Digital Strategy:** SEO, PPC, Google Ads Editor, Social Media Ads
- **Marketing Tech:** Salesforce, Eloqua, HubSpot, Hootsuite
- **Data Analytics:** Google Analytics, Qlik, SAS, Telmar
- **Design/Web:** Adobe Creative Cloud, Wix, Canva
- **Management:** Budgeting, Vendor Liaison, Event PR
- **Communications:** B2B Copywriting, Content Strategy
- **Admin:** CRM Management, ERP (SAP/Navision)
- **Research:** Consumer Insights, Econometric Modeling

PROFESSIONAL EXPERIENCE

National Non-Profit Organization (Contract)**Dec 2022 – Feb 2023***Marketing Manager*

- Developed and controlled the company's marketing strategy and annual budget.
- Led multi-platform digital campaigns (Facebook, Google, Twitter) and reported on monthly ROI metrics.
- Managed PR and production of all marketing collateral, including newsletters and landing pages.
- Implemented SEO strategies to enhance organic search visibility.

International E-commerce & Retail Firm (Contract)**Sep 2022 – Nov 2022***Traditional and Digital Marketing Specialist*

- Sourced and managed external agencies for web development, photography, and graphic design.
- Executed successful event activations at high-profile exhibitions including South African Fashion Week.
- Managed the end-to-end website renovation and mobile app responsiveness optimization.
- Optimized Google AdWords and SEO resulting in increased conversion rates for the online store.

Global Technology and Imaging Leader**Feb 2022 – Aug 2022***B2B Digital Marketing Specialist*

- Collaborated with local and European sales teams to execute B2B marketing initiatives.
- Managed the Salesforce.com platform for lead tracking and ad-hoc reporting.
- Briefed and managed a Digital Marketing Agency for LinkedIn advertising and content design.
- Administered internal and partner content portals (PACE, Partner Portal, ZIFT).

Multinational Engineering Solutions Firm**Jun 2021 – Dec 2021***Marketing and Communications Coordinator*

- Oversee website content and monitor SEO/Google Analytics performance.
- Maintained brand compliance across all corporate identity materials and events.
- Coordinated community development (CSI) projects and internal stakeholder communications.

- Developed technical marketing catalogues and spearheaded the implementation of a virtual showroom.

Specialized Digital Advertising Agency**Sep 2020 – Feb 2021***Sales and Marketing Coordinator*

- Managed full Google Ad lifecycle for clients, including keyword optimization (Opteo) and negative keyword management.
- Performed expert copywriting for PPC text ads and responsive search ads.
- Facilitated relationships with Google Account Managers to optimize client ROI.

Global Software Solutions Provider**Apr 2019 – Jun 2019***Marketing Campaign Manager (Medium Segment)*

- Developed end-to-end customer marketing strategies for acquisition and retention.
- Built customer journeys for webinars and optimized high-conversion landing pages.
- Utilized Salesforce and Aprimo for marketing resource management and automation.

Prestigious Business School / University**Jul 2018 – Dec 2018***Marketing Officer*

- Managed graphic designers and web developers for the Executive Education department.
- Executed digital marketing strategy and handled end-to-end event management for information sessions.
- Conducted rigorous data analytics and reporting on website traffic and engagement.

Leading Global Nutrition and Wellness Brand**Jan 2018 – Jul 2018***Marketing Coordinator*

- Managed Southern African website maintenance and local social media strategy.
- Coordinated large-scale product launches and multi-channel marketing campaigns.
- Oversaw SAP purchase orders and handled high-level corporate branding compliance.

Professional Medical Consulting Firm**Jan 2011 – Nov 2017***Marketing Lead & Data Administrator*

- Executed lead generation and networking strategies targeting legal firms.

- Spearheaded digital implementation and website development for business expansion.
- Managed complex data capturing and medical narrative reporting for insurance funds.

Global Media Investment Agency

Feb 2010 – Dec 2010

Research Analyst & Media Buyer

- Purchased media across radio, print, digital, and outdoor platforms for blue-chip clients (MTN, Dell).
- Conducted econometric modeling and consumer sentiment research using Telmar and Ad Dynamix.

EDUCATION

IMM Graduate School of Marketing (IMM GSM)

Bachelor of Business Administration (BBA) in Marketing Management (In Progress - Expected 2024)

Digital Marketing Institute (DMI): Brand School

Professional Diploma in Digital Marketing (2014)

University of Pretoria

BCom Agribusiness Management / Agri-Economics (Completed coursework in Marketing, Statistics, and Econometrics)

CERTIFICATIONS

- LinkedIn Marketing Certificate (Digital Business Academy)
- Google Shopping Ads Certification
- Google Ad Campaigns & PPC Copywriting
- National Credit Act (NCA) Certification

LANGUAGES

- English (Fluent)

- Afrikaans (Fluent - Highest Achiever Matric Distinction)
-