

# Steven

RooCruit

## Performance Marketing Specialist & Head of SEO

### PROFESSIONAL SUMMARY

A highly motivated and performance-driven marketing professional with deep expertise in E-commerce, platform integration, and digital strategy. Specializing in SEO and data visualization, I am a well-rounded marketer with a proven track record of partnering with enterprise-level clientele to develop search-driven, ROI-optimized campaigns. My approach combines technical platform improvements with goal-oriented tracking to ensure the measurable success of every deliverable.

#### Noteworthy Achievements:

- DMA Gold Assegai Award – Search Marketing and PPC (2021)
- DMA Assegai Leader Award – Search Marketing and PPC (2020)
- Successfully established a leading South African agency as the first SEMrush certified partner in Africa
- Silver Award for Entrepreneur Awareness (FNB & Roodepoort Chamber of Commerce)
- Media Appearances: Guest speaker at Envision Records Compliance Workshop & SABC Television "Small Biz MBA"

### KEY SKILLS

- Google Digital Platforms (Apps, Search, Ads)
- Performance & Ecommerce Marketing
- Advanced SEO & Data Analytics
- Data Visualization (Marketplace/Analytics)
- Tech Stack: PHP, CSS, HTML, JS (Junior level)
- Server Management: LAMP stack
- Project Management
- Technical Platform Optimization

## PROFESSIONAL EXPERIENCE

---

### Head of Data Analytics and SEO

Sept 2019 – Present

#### *Leading Award-Winning Digital Marketing Agency*

- Overarching responsibility for topical research, project management, and analysis of Search Engine Optimisation for all enterprise clientele.
- Maintaining high-level client relations and providing upskilling/training for new team members.
- Managed project portfolios for global leaders in Banking, Automotive, Manufacturing, and Retail sectors.

### Digital Marketing Manager

Feb 2018 – Sept 2019

#### *Specialist Digital Strategy Firm*

- Responsible for developing, implementing, and managing complex e-commerce based marketing campaigns.
- Utilized the full range of Google properties to build integrated digital ecosystems.
- Implemented advanced toolsets to bridge the gap between traditional and digital marketing channels.

### Marketing and Digital Platforms Manager

Dec 2014 – Jan 2018

#### *Technology & Connectivity Solutions Provider*

- Led the maintenance, development, and commercialization of the organization's current and future digital platforms.
- Optimized platforms with a user-centric focus to generate leads, drive engagement, and maximize revenue opportunities.
- Ensured the organization maintained its reputation as a forward-thinking leader in the digital space.

### Marketing Manager

Aug 2008 – Nov 2014

#### *Major Private Internet Service Provider*

- Generated 100% year-on-year growth in the first year as Sales and Marketing Manager, followed by 73% growth in year two.
- Integrated the full portfolio of Google Postini Services into proprietary platforms.
- Developed sales through digital channel introduction and process management.
- Contribution led to the company qualifying as a Da Vinci Technology Top 100 emerging enterprise.

**Business Development Manager****July 2007 – Aug 2008*****EMEA Technology Distributor***

- Managed Enterprise Sales and Key Accounts for Google Postini distribution.
- Directly responsible for over 20,000 end-users across 40+ corporate companies.

**Area Sales Manager****2006 – 2007*****International Utility Company (UK)***

- Oversaw regional operations starting in Glasgow and expanding into Edinburgh and Aberdeen.
- Appointed as a UK-wide "energy-sure" Assessor for the governing body.

**EDUCATION**

---

**Masters in Business Administration (MBA)**

Regent Business School

**Postgraduate Diploma in Digital Marketing (CDME)**

Digital Marketing Institute

**Certified Digital Marketing Professional Diploma (CDMP)**

Digital Marketing Institute

**CERTIFICATIONS**

---

- Google Apps Education Deployment Certified (Deployments for 15,000+ users)
- Google Search, Analytics, and AdWords Certified