

DANIELL

Paid Media Specialist & Digital Campaign Manager

Cape Town, South Africa

PROFESSIONAL SUMMARY

An analytical and results-driven Digital Marketing professional with extensive experience in managing performance-based paid media campaigns. Proven track record in optimizing Google Ads, Facebook, and LinkedIn campaigns to exceed KPIs and drive ROI. Transitioned from a successful entrepreneurial background to digital marketing, bringing a unique perspective on business profitability, data crunching, and strategic growth.

KEY SKILLS

- **Paid Media:** Google Ads (Search/Display), Facebook, Instagram, TikTok, LinkedIn Ads
- **SEO:** Technical Auditing, Keyword Research, White-hat Link Building, Yoast
- **Analytics:** Google Analytics, Google Tag Manager, Google Search Console
- **Web Tools:** WordPress (Elementor), Wix, GoDaddy, MailChimp
- **Strategy:** Content Marketing, Brand Strategy, Campaign Testing/A/B Testing
- **Administrative:** Trello, QuickBooks, Xero, Sage, MS Office Suite

PPC

Performance Marketing

Data Analysis

Project Management

PROFESSIONAL EXPERIENCE

Paid Media Specialist

April 2023 – Present

Leading South African Digital Agency

- Executes and manages complex digital advertising campaigns across Google Ads, Facebook, and LinkedIn.
- Monitors daily campaign performance and account health, making real-time adjustments to meet client KPI objectives.
- Conducts digital research to ensure campaigns utilize the latest features and advertising best practices.
- Implements rigorous campaign testing methodologies to ensure continuous learning and performance adaptation.
- Provides detailed reporting on ad and campaign performance to stakeholders.

Digital Campaign Manager

October 2022 – March 2023

Major South African Insurance Company

- Planned and monitored paid media campaigns across multiple Google Ad platforms and social media (Facebook, TikTok, Instagram).
- Managed media buying platforms and optimized processes to run high-performance paid media activities.
- Analyzed campaign data to identify strategic opportunities and ensure achievement of set KPIs.
- Implemented tracking via Google Tag Manager to ensure accurate data collection and attribution.
- Maintained account turnover and profitability through diligent budget management and report analysis.

Digital Marketing Intern (SEO & PPC)

January 2022 – September 2022

Specialist Digital Marketing Academy

- Completed 1,000 hours of intensive on-the-job training working on real-world client projects.
- Performed duties of an SEO and PPC specialist, including keyword optimization and campaign setup.
- Assisted in technical website audits and loading speed optimization.

Digital Marketing Intern**January 2022 – April 2022***International Professional Marketing Institute*

- Conducted three months of intensive training focused on website audits, blog creation, and content marketing strategy.
- Gained certifications in Digital Marketing Strategy, Paid Marketing, and SEO.

Founder / General Manager**2017 – 2020***Private Maintenance Enterprise*

- Established and scaled a maintenance company to an annual turnover of R3,000,000.
- Managed a full team of staff, handling all operations, bookkeeping, and client relationships.
- Developed core entrepreneurship, management, and administrative skills under high pressure.

EDUCATION & CERTIFICATIONS

- **Digital Marketing Certifications** - Digital School of Marketing (DSM)
- **Google Certifications** - Google Ads Search, Display, and Fundamentals of Digital Marketing
- **Digital Marketing Specialist Training** - International Institute of Digital Marketing (IIDM)
- **Property Inspection Certification** - SAHITA (2018)
- **SAQA GED (Matric)** - Language, Mathematics, Social Studies, and Science

LANGUAGES

- English (Fluent)
- Afrikaans (Fluent)