

LAVERNE

RooCruit

Chief of Operations & Strategic Marketing Lead

Remote, South Africa

PROFESSIONAL SUMMARY

A strategic and results-driven senior leader with extensive experience in operational management, go-to-market strategies, and brand leadership. Proficient in creating integrated marketing campaigns across digital and traditional environments, bringing an intrapreneurial mindset to high-pressure corporate and agency settings. Recognized for strong interpersonal relations, integrity, and the ability to lead large cross-functional teams to deliver exceptional business growth and customer value.

KEY SKILLS

- Strategic Planning & Project Management
- Go-To-Market (GTM) Strategy
- Financial & Operations Management
- Brand Leadership & Channel Planning
- B2X Marketing & Digital Transformation
- Customer Value Management (CVM)
- Stakeholder & Change Management
- Talent Development & Performance Management

PROFESSIONAL EXPERIENCE

Chief of Operations

October 2022 – Present*Full-Service Communications & Marketing Agency*

- Driving business operations and managing internal stakeholders to deliver on strategic requirements.
- Managing overall business profits and losses (P&L) and financial reporting.
- Oversight of day-to-day operations, including client service and agency deliverables.
- Implementing new systems and processes to optimize operational efficiency.
- Driving international brand expansion strategies and new business development.
- Managing talent recruitment, development, and retention for the agency.
- Stakeholder management including investors, regulatory bodies, and staff.

Principal Specialist: Propositions / Marketing**February 2019 – September 2022***Leading Multinational Telecommunications Corporation*

- Collaborated with Business and Market Insights teams to create go-to-market propositions for new products.
- Implemented differentiated omni-channel marketing campaigns and end-to-end channel planning.
- Managed product development for converged digital offers across the enterprise.
- Led large cross-functional teams (CX, technical, sales, retail) to champion marketing requirements into business roadmaps.
- Conducted competitor analysis to identify market gaps and maintain market leadership status.
- Managed execution and quality control of all internal and customer-facing campaigns.

GTM Manager - Terminals**September 2015 – January 2018***Leading Multinational Telecommunications Corporation*

- Developed and executed best-in-class GTM plans for mobile device distribution and communication.
- Partnered with stakeholders to track terminal results and present reports to executive levels.
- Formulated marketing mixes aligned to relevant market segments to deliver on commercial objectives.
- Integrated accessory products into the broader terminal go-to-market strategies.
- Negotiated group-level quarterly updates and supported the product management roadmap.

Senior Account Manager**April 2014 – September 2015***Award-winning Creative Advertising Agency*

- Managed business requirements for major financial services clients (Premier, Private, and Business banking).
- Executed creative solutions and retail/channel marketing strategies to meet client targets.
- Oversaw financial management of projects, ensuring delivery on schedule and within budget.
- Led ATL planning, digital implementation, and promotional activity with comprehensive post-campaign reporting.

Senior Account Manager**May 2011 – April 2014***International Brand & Design Agency*

- Implemented design and Through-The-Line (TTL) campaigns across South African and broader African markets.
- Collaborated with social media teams to implement digital strategies and brand mechanics.
- Managed end-to-end campaign lifecycles, including sales strategy and creative process management.
- Drove business performance by uncovering client needs and proposing strategic advertising approaches.

EDUCATION**Honours in Brand Leadership**

Vega School (Bordeaux Campus) | 2016

Bachelor of Social Science (Major in Media & Communications)

University of KwaZulu-Natal | 2006

CERTIFICATIONS

- Social Media 1 & 2: Foundations, Application & Best Practice – University of Stellenbosch Business School / Red & Yellow

TECHNICAL SKILLS

Microsoft Apps Proficient, HubSpot, Hootsuite, Mailchimp, Basic Design Skills, Copywriting, Research & Analytics.

RooCruit – Connecting South African Talent with Global Opportunities