

WARREN

RooCruit

Global Marketing Manager | Brand & Channel Director

Johannesburg, South Africa

PROFESSIONAL SUMMARY

A highly accomplished Marketing Professional with over 25 years of experience spanning Integrated Marketing, Brand Strategy, and Digital Leadership. Proven expertise in managing global brand and channel portfolios across SaaS, Finance, and Retail sectors. A solution-driven leader with a strong background in client service excellence and a track record of delivering award-winning international marketing campaigns.

KEY SKILLS

- Integrated Marketing Plans & Strategies
- Account & Client Service Management
- Digital & CRM Strategy
- Event Management (International)
- Brand & Channel Management
- Business Presentation & Negotiation
- Project & Team Leadership
- Analytical Problem Solving

PROFESSIONAL EXPERIENCE

Global Marketing Manager (Brand and Channel) **December 2021 – Present**
Global SaaS and Compliance Technology Company

Director **August 2017 – November 2021**
Boutique Digital Marketing Agency

Business Unit Director **March 2017 – November 2021**
Full-Service Advertising & Creative Agency

Project Director: Digital and Direct **March 2015 – March 2017**

Award-Winning Integrated Advertising Agency

Client Service Director

May 2012 – February 2015

Specialist Direct and Digital Marketing Agency

Client Service Director

May 2011 – April 2012

Strategic Advertising and Design Firm

Director & Co-Owner

June 2008 – April 2010

Independent Advertising Agency

Account Director

May 2007 – May 2008

Leading Creative Brand Agency

Account Manager

January 1997 – April 2007

International Advertising Group

TECHNICAL SKILLS

- **Strategy:** Microsoft 365, HubSpot CRM, Slack, Asana, Chase.
- **Design:** Adobe Creative Suite CS6, Freehand, Photolithography & DTP.
- **Industries:** SAAS, IT, FMCG (EMEA), Retail, Financial Services, Medical Aid, Insurance, and NPOs.

KEY ACHIEVEMENTS & AWARDS

- **Assegai Awards:** Multiple Gold and Silver awards for Integrated Direct Marketing, Email Marketing, and Direct Mail (2013, 2015).
- **International A1 Grand Prix Awards:** Best Presented Event (Durban, SA) and Most Supportive Franchise.
- **Event Execution:** Lead management for Momentum Health National Roadshows and Momentum Financial Advisor Roadshows.

EDUCATION

Bachelor of Business Administration – Marketing Degree

IMM Marketing Institute (2013 – 2016)

Marketing Diploma

Varsity College (2008)

Diploma in Photolithography

Johannesburg Technical College (1990 – 1993)

Effective Business Presentations & Leadership Skills

The People Group (1994)
