

# ESTHER

RooCruit

## Digital Product & Marketing Expert

Underberg, South Africa

### PROFESSIONAL SUMMARY

I am a versatile problem solver with over 11 years of experience in digital product design, marketing, and analytics. As an analyst with strong creative thinking abilities, I combine sharp strategic insight with leadership and coaching skills. With a 20-year background in writing and content production, I thrive in research and strategy-focused environments.

### KEY SKILLS

Conversion Rate Optimisation (CRO)	Digital Strategy & Innovation	Conversation Analytics
UX Principles	Behavioural Studies	Product Research
Leadership & Mentoring	Content Production	Market Research

### PROFESSIONAL EXPERIENCE

#### CRO Consultant

November 2022 - Present

*Independent Digital Consultancy*

Acting as a conversion rate optimisation specialist, helping companies improve customer conversion across all digital channels, with a primary focus on websites.

Utilise advanced analytics, user research, creative execution, and UX principles to drive performance growth.

#### Head of Digital Innovation

January 2021 - July 2022

*Boutique Creative & Digital Agency*

Developed and scaled the digital service offering. Oversaw all digital projects from inception to completion, including strategy, planning, development, execution, and reporting. Managed the digital team and established high-performance delivery standards.

### **Marketing Consultant**

**August 2018 - December 2020**

*Marketing Advisory Services*

Served as a brand and marketing consultant, managing the execution of comprehensive marketing plans and brand development efforts for various clients.

### **Head of Insights**

**April 2017 - July 2018**

*Global Digital Transformation Agency*

Led the Insights department with full responsibility for staff management, administration, budgeting, and task allocation. Collaborated cross-functionally across all departments to provide actionable insights that optimized strategic direction and marketing activities.

### **Team Lead: Online Conversation Analysis**

**May 2012 - May 2017**

*Leading Digital Marketing Agency*

Developed the Conversation Analytics offering and managed its procurement and lifecycle. Led, trained, and mentored a team of analysts. Acted as a senior consultant on content, communication, and messaging strategies. Managed online listening software and analysis for 20 different operating countries across Africa and the Middle East for a major telecommunications group. Specifically created strategic analytics project plans to solve complex client business problems and lectured at the internal Academy.

## **EDUCATION**

### **Baccalaureus Artium (Languages)**

University of Pretoria

*Awarded: April 2009*

## **LANGUAGES**

**English:** Native/Professional    **Afrikaans:** Professional