ROOCRUIT

Lisa

Senior Marketing Consultant & Operations Leader

Cape Town, South Africa

PROFESSIONAL SUMMARY

An experienced marketing leader and strategic consultant with over 20 years of experience launching impactful campaigns, websites, and digital services. Specialized in marketing operations, data strategy, and creative storytelling, with a proven track record of managing large-scale teams of up to 78 people across international borders. Known for a logical, analytical approach combined with human-centric leadership, bridging the gap between technical MarTech implementation and emotional brand resonance.

KEY SKILLS

- Marketing & Brand Strategy
- Marketing Operations & PnL Management
- Digital Transformation & MarTech Deployment
- Demand Creation & Full-Funnel Marketing
- eCommerce & On-Demand Delivery Strategy
- Team Leadership & Mentorship (50+ Staff)
- UX & Design Literacy
- Data Analysis & Power BI Visualization
- Lifecycle Management & CRM
- Stakeholder & Global Account Management

PROFESSIONAL EXPERIENCE

Marketing Launch Lead

Leading South African E-commerce & Delivery Platform   *Sep 2022 - Dec 2023*

Driven by the mandate to launch a major retail on-demand offering within a popular consumer app.

- Successfully grew the on-demand service to meet projected order and GMV forecasts within 6 months.

- Managed the restaurant portfolio, maintaining business continuity during permanent recruitment phases.

- Analysed real-time user and order data to drive daily marketing planning and tactical adjustments.

Senior Marketing Consultant

Digital Transformation & Marketing Consultancy   *Jan 2022 - Aug 2022*

- Executed short-term projects including a comprehensive digital transformation initiative.

- Led a strategic website rebrand and optimization project for high-profile clients.

General Manager / Account Lead

International Marketing Operations (Japan/Global)   *Jun 2020 - Dec 2021*

International Leadership: Successfully led a team of 78 staff on a global automotive account despite language, cultural, and geographic barriers.

- Facilitated digital transformation and evolved agency/client processes for a major automotive brand.

- Assisted in deploying a new MarTech stack and remediated account commercials.

- Served as a data partner for a global tobacco firm, shifting client perception regarding technical credibility.

- Developed custom Power BI dashboards to consolidate multi-source data for business health visibility.

General Manager

Integrated Global Advertising Agency (Africa Region)   *Jun 2017 - May 2020*

- Shifted focus from client management to General Management, overseeing staff and business P&L.

- Managed the full marketing operation for a global automotive manufacturer, including content creation, media buying, and data-driven CRM.

- Played a key role in acquiring and setting up new brand processes during high-growth windows.
- Led through-the-line advertising for major financial services and hospitality clients.

Business Unit Director / Group Account Director

Leading Digital & Integrated Agency   *2008 - 2017*

- Promoted through five levels of seniority while managing one of South Africa's largest telecommunications accounts.
- **Satellite Office Leadership (Cape Town):** Specialized in social media and CRM services; managed the launch of a major retail loyalty program ("Smart Shopper").
- Deployed high volumes of tactical content and managed rapid turn-around projects for retail and banking sectors.

Retail & Trade Marketing Consultant

Retail Marketing Specialists   *2005 - 2008*

- Gained deep experience in retail and trade marketing for the telecommunications sector.
- Managed relationships with dealers, franchisees, and store staff to align brand strategy with floor execution.

EDUCATION

Bachelor of Arts: English Literature & Politics
WITS University

Diploma in Graphic Design
MediaTech

CERTIFICATIONS & COURSES

- **WPP Mini MBA:** Completed three modules (2017-2018)
- **Finance for Non-Financial Managers:** Red & Yellow (2019)

LANGUAGES

- English (Fluent)

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