

KIRA

RooCruit

Digital Account Manager | Strategic Conceptualiser

Cape Town, South Africa

PROFESSIONAL SUMMARY

A thriving marketing professional with a knack for people and strategic thinking. Passionate about innovation and change, I offer over 5 years of experience across TTL marketing and performance marketing, specializing in account management. I am a self-assured and ambitious individual dedicated to helping brands achieve measurable growth through data-driven strategies and creative conceptualization.

KEY SKILLS

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|-----------------------------|----------------------|
| Account Management | Project Management |
| Strategic Conceptualisation | Trends & Forecasting |
| Campaign Development | SaaS Experience |
| Performance Marketing | Data Analysis |

PROFESSIONAL EXPERIENCE

Marketing Associate **2023 - Present**

Leading South African Retail & Loyalty Corporation

- Handle all work and briefs from clients across specialized loyalty divisions, including Pet, Wine, Coffee, and Baby Clubs.
- Ensure all specialized divisions reach their marketing goals by managing workflow between the internal team and external stakeholders.
- Strategic coordination of club-specific marketing initiatives to drive customer engagement and retention.

Digital Account Manager **2021 - 2023**

International AI Marketing Automation Platform

- Acted as the primary liaison between global clients and the agency team.
- Managed a portfolio of 4-10 high-growth clients to achieve business objectives through e-commerce platforms.
- Leveraged AI-driven tools to optimize advertising spend on Facebook and Google, ensuring clients achieved profitable ROI.
- Provided data-backed insights to guide clients on performance marketing scalability and efficiency.

Account Executive / Account Manager

2019 - 2021

Global Multi-National Advertising Agency

- Managed client relations for a Tier 2 alcohol and beverage portfolio, overseeing 8 distinct international and local brands.
- Coordinated marketing efforts for Tier 1 brands including Bernini, Esprit, Extreme, Gordon's Gin, and Klipdrift.
- Promoted to Account Manager for a specific beverage account for 6 months, leading strategic execution before transitioning to the SaaS sector.

EDUCATION

Red & Yellow Creative School of Business

Diploma in Marketing, Advertising and Communication | 2019

Stellenbosch University

Bachelor of Arts in Sociology and Psychology | 2015 - 2017