

ROOCRUIT

Pretoria, Gauteng, South Africa

LEONÉ

Client Relations & Content Strategy Manager

PROFESSIONAL SUMMARY

Organised and career-driven Account Manager with 4 years of experience, including 17 months managing clients, teams, and projects remotely within digital marketing environments. A dependable team player who acts as the primary link between clients and internal teams, ensuring clear communication and consistent delivery across multiple priorities. Exceptional at staying calm under pressure and building trust-based relationships while maintaining a strong leadership trajectory.

KEY COMPETENCIES

- Client Communication
- Remote Work Coordination
- Reporting and Data Analysis
- LinkedIn Profile Management
- Remote Relationship Management
- Project and Time Management
- Organic Content Marketing
- Trello & Project Tooling

PROFESSIONAL EXPERIENCE

Client Relations & Project Management

August 2024 - Present

B2B Growth & Consultancy Firm

- Act as the main point of contact for consultancy clients, managing expectations and providing regular project updates.
- Lead weekly check-in sessions to ensure alignment on priorities, progress, and next steps.
- Oversee multiple client workstreams in a remote environment using Trello to track deliverables.

- Contribute to content direction by providing strategic input and reviewing materials based on performance insights.

Digital Campaign Manager (Freelance Project)

April 2024 - July 2024

Non-Profit Organization / Charity Drive

- Developed comprehensive campaign strategies and oversaw all digital marketing materials.
- Organized, created, and scheduled content to ensure campaign success.
- Managed project timelines and ensured efficient team communication for high-impact social initiatives.

Relationship Manager

January 2024 - April 2024

Full-Service Marketing Agency

- Managed communication and problem-solving for a large, diverse client base across various industries.
- Collaborated with specialist teams to expand knowledge in META, Google Ads, and SEO.
- Identified operational gaps and established internal guidelines for more efficient workflows.
- Participated in strategic goal identification and planning sessions with key stakeholders.

Account Manager

February 2022 - December 2023

Production & Marketing Agency

- Cultivated and maintained strong client relationships to ensure long-term satisfaction.
- Managed multiple projects and clients simultaneously, demonstrating high-level multitasking abilities.
- Served as the primary point of contact, monitoring project progress and conveying granular updates to clients.
- Played a crucial role in the creative team, participating in the management and creation of tailored digital campaigns.

Access Coordinator (Part-Time)

May 2019 - December 2020

National Ticketing & Event Management Platform

- Managed large crowds and navigated complex logistical challenges in high-pressure event environments.
- Resolved various attendee issues promptly to ensure high satisfaction ratings.

EDUCATION

BA Honours | Strategic Brand Communication

Vega School | 2020

Bachelor of Arts | Corporate Communication

Varsity College | 2017 - 2019

Focus on Business Management, Research, Project Management, and Media Management.

National Senior Certificate

Hoërskool Waterkloof | 2012 - 2016

CERTIFICATIONS

Project Management Foundations

University of Cape Town (2023)

Marketing in a Digital World

Coursera (2021)

Digital Marketing Analytics in Theory

Coursera (2021)

Digital Strategy and Business Opportunity

Coursera (2021)

The Digital Marketing Revolution

Coursera (2021)