

LINDA

Senior Digital Marketing Specialist & Account Director

PROFESSIONAL SUMMARY

Dedicated and results-driven digital marketer with over 12 years of experience in driving brand growth and engagement. Adept at crafting strategies and executing comprehensive campaigns that consistently exceed client expectations, possessing a unique blend of in-house and agency experience. Proven track record of delivering measurable ROI across various industries, from startups to international organizations, with deep expertise in PPC, social media, content strategy, and email marketing.

KEY SKILLS

- Digital Strategic Planning & Execution
- PPC & Google Ads Management
- Client Relationship Management
- Team Leadership & Mentorship
- Data Analysis & Performance Reporting
- Project Management (ClickUp, Trello)
- Budget Management & Resource Allocation
- Full-Funnel Web & Content Strategy

PROFESSIONAL EXPERIENCE

Head of Client Service / Account Director

Sept 2021 – Feb 2024

Leading Digital Marketing & Creative Agency

- Led a team of 8 account managers and executives, spearheading digital marketing initiatives for major South African and UK clients.
- Consulted on multi-channel strategies including Google Ads, Social Media, e-commerce (WordPress), and data analytics.
- Directed the conceptualization and planning of digital campaigns to meet rigorous client business objectives and KPIs.

- Managed the operational and financial health of client accounts, reporting directly to agency ownership.
- Optimized team workflows using ClickUp and implemented streamlined recruitment and onboarding processes for new team members.
- Drove business development efforts including qualifying leads, leading pitch teams, and managing agency revenue and profitability.

Account & Studio Manager

Oct 2020 – Sept 2021

Boutique Creative & Digital Studio

- Managed all agency operations and performed hands-on digital marketing activities, including campaign setup and ad optimization.
- Led a team of designers and copywriters to produce print and digital marketing materials from conception to completion.
- Evaluated brand CI alignment for all creative projects to ensure high conversion rates.
- Managed project traffic using Microsoft Planner, ensuring 100% adherence to client deadlines and internal workflows.
- Identified and secured new business opportunities and up-sold services to existing client base.

Marketing Manager

Oct 2017 – Sept 2020

National Retail Loyalty Programme & Financial Services

- Developed and implemented a comprehensive marketing and communications strategy to increase business revenue and member stickiness.
- Managed the marketing department budget and successfully reported performance metrics to directors and shareholders.
- Led a full brand refresh across website, mobile app, and social media channels to align with new customer value propositions.
- Optimized conversion rates through rigorous web tracking, UI/UX improvements, and data-driven content strategies.
- Collaborated with analyst consultancies to develop propensity models for churn prediction and cross-sell opportunities.

EDUCATION

Bachelor of Commerce (BCom) in Marketing and Management

2014

University of South Africa (UNISA)

Postgraduate Certificate in Education (PGCE)

2022

University of South Africa (UNISA)

CERTIFICATIONS

- Digital Marketing Certificate - University of Stellenbosch Business School
- Digital Marketing Certificate - University of Cape Town (UCT)
- Marketing Strategy Certificate - Red & Yellow Creative School of Business

TECHNICAL EXPERTISE

Marketing & Advertising

Google Ads, Meta Ads, LinkedIn Ads, Hootsuite, Mailchimp, Campaign Monitor, Yoast SEO, Google Analytics, Looker Studio, Tag Manager, Search Console.

Operations & Project Management

ClickUp, Trello, Asana, Monday.com, WordPress, Xero, Sage Accounting, Slack, Microsoft Office Suite, Google Workspace.

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