

ASHLEY

RooCruit

Marketing and Advertising Specialist

Johannesburg, South Africa

PROFESSIONAL SUMMARY

With over fifteen years of experience in B2B and B2C advertising and communications, I have built a robust marketing skill set that drives results. My expertise lies in building deep audience insights, sparking creative innovation, and crafting strategic brand narratives with a strong focus on omnichannel presence across sectors including FMCG, Financial Services, Automotive, and Telecommunications. I specialize in strategically guiding creative work to elevate brand visibility and strengthen customer relationships, leading with empathy and a focus on tangible business growth.

KEY SKILLS

- Strategic Marketing Management
- Project & Financial Management
- Data and Analytics
- Omnichannel Brand Narrative
- Creative Problem Solving
- Leadership & Team Development
- C-Suite Stakeholder Management
- Client Relationship Management

PROFESSIONAL EXPERIENCE

Head of Client Services

Dec 2018 — Present*Award-Winning Integrated Creative Agency*

- Spearhead client relationships with C-suite and director-level executives, ensuring strategic alignment to drive brand business objectives.
- Manage operational aspects including process development, resource allocation, and efficiency improvements.
- Serve as a member of the agency's executive committee (EXCO), playing a key role in strategic decision-making and operational performance optimization.
- Oversee the development and execution of comprehensive international award-level advertising campaigns (Cannes, One Show).

- Lead and develop a high-performing team of account managers, strategists, and creatives to deliver innovative brand solutions.

Executive Business Director**Jul 2018 — Nov 2018***Global Advertising & Communications Firm*

- Cultivated client relationships with C-suite executives ensuring seamless communication and strategic cohesion.
- Oversaw platform and product builds, delivering cutting-edge digital solutions that enhanced brand visibility.
- Managed department operations with a focus on process development and resource allocation efficiency.
- Directed the creation of digital advertising campaigns utilizing data-driven insights to boost performance.

Business Unit Director**Oct 2012 — Jul 2018***Leading Full-Service Marketing Agency*

- Earned four promotions from Account Manager to Lead Client Business Unit Director due to outstanding performance.
- Led high-level decision-making with C-suite executives and spearheaded integrated marketing strategies.
- Ensured cohesive brand messaging across all channels and implemented process improvements that enhanced team productivity.
- Drove innovation in campaign development, consistently exceeding client expectations and contributing to agency growth.

Account Manager**Oct 2009 — Sep 2012***Integrated Independent Marketing Agency*

- Served as primary liaison between clients and internal teams for successful execution of marketing campaigns.
- Coordinated with creative, media, and analytics teams to deliver impactful advertising solutions.
- Managed budgets, timelines, and performance metrics, continuously optimizing campaigns for ROI.

Marketing Assistant**Jun 2007 — Sep 2009***National Health and Wellness Brand*

- Supported the marketing team in executing campaigns to drive brand awareness and customer engagement.
- Coordinated market research initiatives and handled administrative functions and database maintenance.

TECHNICAL PROFICIENCY

MS Office Chase WorkBook Gmail Suite Monday.com QuickMail JIRA
Confluence Hootsuite Close

EDUCATION

Honours Integrated Communication

UNISA | *Graduated Cum Laude*

Bachelors Communication Science

UNISA | *Graduated Cum Laude*

CERTIFICATIONS

Digital Marketing Certificate

Red and Yellow Creative School of Business | *Passed with Distinction*

LANGUAGES

English (Native/Professional)