

ERIC

B2B Marketing & Strategy Director

South Africa

RooCruit

PROFESSIONAL SUMMARY

Highly experienced B2B marketing specialist with over a decade of experience driving growth for tech, SaaS, and large-scale event sectors. Having managed over 600 B2B event campaigns and led multiple marketing agencies, I specialize in AI-driven creative strategies, conversion rate optimization, and account-based marketing (ABM). I offer a proven track record of scaling agencies and delivering high-impact results for global enterprise clients within the cybersecurity, environmental tech, and professional services industries.

KEY SKILLS

- B2B Events & SaaS Marketing
- AI/ML Lead Marketing
- Digital Strategy & Content Strategy
- Account-Based Marketing (ABM)
- PPC & Paid Social
- Conversion Rate Optimization (CRO)
- Brand Positioning & Copywriting
- Project & Account Management
- CRM & Data Analytics
- Business Development
- Operational Leadership
- SEO & Field Marketing

PROFESSIONAL EXPERIENCE

B2B Strategy Director, Marketing Director & Founder

Dec 2020 – Present

Specialist AI-Driven B2B Events Agency

Managed over 550+ event marketing campaigns globally across diverse industries.

- Development and implementation of digital marketing strategies.
- Leadership of Account Management and client services teams.
- Specialization in AI-first marketing solutions and attendee/exhibitor acquisition.
- Execution of campaign reporting, SEO, and CRM management.
- Strategic consulting for global industry leaders in the event and exhibition space.

Managing Director**Jun 2022 – Feb 2024***Creative B2B SaaS & Cybersecurity Agency*

Provided strategic leadership for an agency focused on cutting through market noise for high-tech sectors.

- Full-function strategic leadership, including operational management.
- Managed branding, positioning, and production for B2B SaaS clients.
- Oversaw team leadership, development, and business growth initiatives.

Managing Partner / Client Services Director**Oct 2015 – Jan 2023***Leading B2B & ABM Marketing Agency*

Scaled a specialist agency focusing on smarter, data-driven budget utilization for B2B events and ABM.

- Served as Omni-Channel Digital Strategy leader and Head Event Marketing Strategist.
- Led sales strategy and senior leadership functions.
- Managed PPC, SEO, and global digital implementation.
- Drove agency partnerships and team expansion.

Marketing Director**Jul 2019 – Jun 2022***Environmental Technology & Biotech Firm*

Directed marketing for a high-growth tech company utilizing AI and drone technology for global reforestation.

- Drove marketing efforts for Series A and B funding rounds.
- Managed PR, media relations, and content development.
- Developed social media strategies and high-level research proposals.

Lecturer**Mar 2020 – Present***Global Professional Education Institute*

Support the digital transformation of the events industry by upskilling the next generation of event professionals.

EDUCATION

University of Cape Town

Bachelor's Degree: Communication and Journalism

Oakdale Agricultural High School

National Senior Certificate

CERTIFICATIONS

- Advanced AI for Marketers – CXL Institute
- CRO Agency Masterclass – CXL
- User-Centric Marketing – CXL
- Heuristic Analysis Frameworks for Conversion Optimization Audits – CXL
- HubSpot Certification

AWARDS & HONORS

- **Best Use Of Promotional Video:** Event Network Marketing Awards 2023
- **SocialBuzz Finalist:** Best Low Budget Campaign (2019)

This candidate has been pre-vetted by RooCruit. For interview requests or further information, please contact your account manager.