

BRITTANY

RooCruit

Marketing Manager & Business Strategist

Durban, South Africa

PROFESSIONAL SUMMARY

Talented leader and marketing specialist with over a decade of experience in facility oversight, customer service, and digital strategy. Highly effective at working with stakeholders at all organizational levels, combining creative content production with strong analytical and budgeting skills. Proven track record in managing e-commerce operations, national retail listings, and large-scale event coordination.

KEY SKILLS

- Social Media Marketing & Analytics
- Content Creation & Design
- Website Design & Ecommerce Admin
- Strategic Planning & Budgeting
- Community Engagement
- Digital Communication
- Market Trend Analysis
- Project Management
- Stakeholder Liaison
- Adaptability & Creativity

PROFESSIONAL EXPERIENCE

Owner / Founder

2020 – Present

Boutique Baby Apparel & Hardware E-commerce Firm

- Founded and manage a baby apparel and hardware business, successfully listing products with major national retailers and boutique stores.
- Oversee all day-to-day business operations and end-to-end e-commerce management.
- Consult with customers to assess needs and propose optimal product solutions.
- Direct all marketing functions, including social media strategy, website design/administration, and digital communication.

Marketing Manager**2014 – 2022***Leading South African Retail & FMCG Group*

- Researched industry and marketplace trends to develop bespoke marketing solutions and enhance overall business operations.
- Utilized market trends and target audience statistics to effectively market products and drive revenue.
- Organized contracts and orchestrated innovative marketing campaigns focused on boosting brand awareness, engagement, and sales performance.
- Coordinated high-level meetings between project members and clients to develop ideas and track progress against goals.
- Provided executive management with monthly reporting packs featuring detailed social media insights and ROI results.

Store Assistant**2014***International Fashion & Lifestyle Retail Group***Event Coordinator and Assistant****2012 – 2013***Premium Luxury Fashion & High-End Events Agency*

- Coordinated complex schedules and timelines for high-profile events.
- Liaised with marketing and PR teams to promote special events within social and industry calendars.
- Managed vendor relations with catering, lighting, and sound companies to negotiate quotes and service levels.
- Consulted with clients to determine strategic objectives and logistical requirements for events.

EDUCATION & CERTIFICATIONS**Diploma in Event Coordination**

Aleit Academy & ICA / IEP

Diploma in Social Media Marketing

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Instagram Marketing: Organic Growth Certification

2024

National Senior Certificate

St Anne's Diocesan College

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