

Sally-Anne

Strategic Marketing Manager (SaaS & IT Software)

ROOCRUIT

Cape Town, South Africa | Availability: 1 Month

PROFESSIONAL SUMMARY

Results-driven Strategic Marketing Manager with over 9 years of experience driving growth within the SaaS, ICT, and Experiential Technology sectors. Expert in developing integrated GTM strategies, inbound marketing funnels, and managing complex digital ecosystems across global markets including Dubai and South Africa. Proven track record in B2B lead generation, brand management, and marketing systems optimization with a strong focus on data-driven ROI.

KEY SKILLS

- SaaS & Inbound Marketing Strategy
- GTM (Go-To-Market) Planning
- Growth Marketing & Funnel Management
- B2B Lead Generation & CRM Management
- SEO & Google Analytics
- Social Media Paid Marketing (Meta, LinkedIn)
- Content & Email Marketing Strategy
- Website Design & Development Oversight
- Budgeting & Performance Reporting
- Agile Marketing Methodologies

PROFESSIONAL EXPERIENCE

Leading International Technology & Event-Tech Group (Dubai Based)

Oct 2021 – Present

Marketing Manager

Directing marketing strategy for 4 subsidiary brands focusing on Experiential Technology and SaaS solutions.

- Development and execution of Inbound/Agile marketing and GTM strategies.

- Leading website design and development projects and overall brand management.
- Managing Metaverse marketing initiatives and complex online campaign management.
- Overseeing holistic marketing systems, CRM management, and funnel growth.
- Directing multi-channel social media marketing, email marketing, and content strategy.
- Responsible for comprehensive reporting, performance metrics, and budget allocation.

Specialist ICT Software & SaaS Distributor**Aug 2017 – Sept 2021****Marketing and Communications Manager**

Collaborated with international head offices and regional teams to drive sales for industry-leading software solutions (ManageEngine / Zoho).

- Acted as Product Sales Analyst and Inbound Marketing Strategist.
- Managed end-to-end online campaigns focused on new business acquisition, cross-selling, and upselling.
- Executed B2B lead generation via paid social media (LinkedIn, Facebook, Twitter) and SEO.
- Coordinated large-scale B2B events, seminars, workshops, tradeshow, and webinars.
- Managed CRM systems (Zoho One, ActiveCampaign) to streamline the sales funnel.

Premier Digital Agency (Web & Digital Marketing)**Dec 2015 – July 2017****Senior Marketing Strategist**

- Developed integrated digital marketing strategies for high-profile clients in Prop-Tech and SaaS.
- Led B2B lead generation, content marketing, and email marketing initiatives.
- Managed client relations, research, and high-level stakeholder presentations.
- Optimized internal operations to improve project delivery for top-tier accounts.

National Hospitality Management Group**Apr 2015 – Sept 2015****Marketing and Sales Co-ordinator**

- Managed social media advertising, digital content, and brand development.
- Executed new business development strategies and cold calling initiatives.
- Handled PR, communications, and CRM management.

National BTL Advertising & Staffing Agency**2014 – 2015****Campaign Co-ordinator**

- National and regional account management for blue-chip clients (Mercedes Benz, Loreal, KFC, Durex).
- Coordinated complex Below-The-Line (BTL) advertising, roadshows, and premium activations.
- Recruited and trained promotional staff for nationwide campaigns.
- Conducted market research and strategy development for advertising pitches (LSM targeting).

EDUCATION

Post Graduate Diploma in Marketing Management

University of Cape Town (2013 – 2014)

Honours in Psychology (79% with Distinction)

Rhodes University (2012 – 2013)

Bachelor of Social Science (Psychology & Sociology)

Rhodes University (2009 – 2012)

CERTIFICATIONS

- **Search Engine Optimisation Course:** University of Cape Town (GetSmarter) – 96% Distinction (2018)
- **Digital Marketing Course:** University of Stellenbosch (Red & Yellow) – 81% Distinction (2015)

LANGUAGES

- English (First Language)
- Afrikaans (Second Language)

RooCruit – Connecting International Companies with Pre-Vetted South African Talent.