

BRANDON

RooCruit

Marketing Head

Cape Town, South Africa

PROFESSIONAL SUMMARY

Seasoned Marketing Manager skilled in crafting effective digital campaigns with a primary focus on maximizing ROI. A strategic thinker dedicated to achieving measurable outcomes through data-driven decisions. Proven track record in leadership, operational efficiency, and scaling high-growth business initiatives.

KEY SKILLS

- Strategic & Analytical Thinking
- Digital Marketing & SEO
- Paid Social & Google Advertising
- Lead Generation & Sales Funnels
- UI/UX Project Oversight
- Operations & KPI Management
- Budget Management & ROI Optimization
- Team Leadership (25+ staff)

PROFESSIONAL EXPERIENCE

Partner & Founder

June 2023 — Present

Software Development & Digital Solutions Agency | Cape Town

- Founded a solutions-driven business specializing in software development and digital marketing.
- Partnered with key stakeholders to launch new products, resulting in a 40% increase in revenue.

- Developed and executed growth strategies contributing to the overall expansion of the business.
- Managed and monitored partner performance to ensure consistent achievement of objectives.

Operations Manager

June 2023 — Present

Specialist Food Production & Logistics Platform | Cape Town

- Manage operational activities including marketing strategies, warehouse management, production, and logistics.
- Oversee a team of 25+ employees, ensuring projects are completed on time and within budget.
- Developed and monitored Key Performance Indicators (KPIs) for operations, leading to improved efficiency and cost savings.
- Implemented a comprehensive operational strategy that increased productivity by 20%.

Marketing Manager

January 2021 — May 2023

International Financial Services & Capital Firm | Cape Town

- Headed up international marketing activities, managing an annual budget that achieved over a 1000% ROI.
- Directly managed and implemented all advertising spend for social campaigns and digital funnels focused on lead generation.
- Implemented advanced tracking and measurement systems to precisely calculate ROI.
- Managed full-stack digital marketing including SEO, Google Ads, Paid Social, and Email marketing.
- Headed projects focused on improving UI/UX of the client-facing platform.
- Assessed competitor strategies to pivot internal tactics and increase market productivity.

CEO and Founder

February 2019 — January 2021

Boutique Digital Marketing Agency | Durban

- Managed a team of marketing professionals to ensure the successful delivery of diverse client campaigns.
- Coordinated website content, marketing materials, and scheduled targeted email marketing programs.

- Evaluated client websites for mobile performance and optimal search engine rankings.
- Managed content strategy, on-page SEO efforts, and social media initiatives.
- Executed keyword research and data analysis to refine marketing results for a varied client base.

EDUCATION

National Senior Certificate (NSC)

Hillcrest High School, Durban

2013 — 2017

LANGUAGES

English, Afrikaans

HOBBIES

Gaming, Fitness