

CURTIS

Growth-Focused Tech Leader | Product & Digital Analytics Expert

Johannesburg, South Africa

RooCruit

PROFESSIONAL SUMMARY

A growth-focused leader who successfully enables full business potential through digital marketing, analytics, and data-driven decisions. Expert at leading digital data analysis with cross-functional sources to provide consumer insight and support the strategic planning process. Recognized for promoting effective governance and positive change that improved operational efficiency, business performance, and product awareness. Adept at managing highly complex projects from inception to completion, delivering results within tight specifications.

KEY SKILLS

- Digital Marketing Analytics
- Adobe Analytics & Google Analytics
- Conversion Rate Optimisation (CRO)
- Adobe Target / Interaction Studio
- Behavioural Economics
- Zoho CRM / Zoho One Suite
- Product Strategy & Development
- Data-Driven Business Governance

PROFESSIONAL EXPERIENCE

Founder | Head of Strategy & Product Development

2018 – Present

Innovative Automotive Tech Startup

Leading strategic vision for car care innovation to disrupt traditional service models through affordability, convenience, and transparency.

- Led product enhancements, driving a 95% increase in closed bookings annually.

- Developed new subscription-based products, transitioning the business to a monthly recurring revenue (MRR) model.
- Spearheaded internal process development, achieving operational time efficiencies of over 70%.

Head of Digital Marketing Analytics

2021 – 2023

Major Pan-African Financial Services Group

Honed analytical skills to unearth opportunities through data management, driving informed decisions to enhance customer experience and bolster sustainable value.

- Expanded A/B testing and web personalisation capabilities annually from 16 to over 300 experiences.
- Led the application of 1st party data in marketing campaign personalisation, with 30% of experiences leveraging this data.
- Pioneered the use of Customer Match for targeted media campaigns within the organisation.

Digital Marketing Analytics Manager

2019 – 2021

Major Pan-African Financial Services Group

- Researched and generated insights worth R7bn, extending test and learn methodologies.
- Grew the analytics team from 3 to 14 members to increase organizational output.
- Coordinated with customer insights and campaign analysts to identify upwards of R7bn in potential opportunities through actionable insights.
- Deployed continuous improvements in extraction, aggregation, and profiling of terabytes of customer data.

Founder & Managing Director

2015 – 2021

Boutique Digital Consulting Agency

- Directed long-term growth and sustainability focusing on sales and digital product development.
- Drove over 60,000 unique visitors to a client site through strategic SEO enhancements.
- Built scalable digital solutions that significantly expanded clients' offerings and growth potential.

Portfolio Optimisation Manager

2015 – 2016

Major Pan-African Financial Services Group

- Aligned strategic projects with business cases and advised project managers on development and funding requests.
- Defined and operationalized processes and governance for project funding decisions.
- Tracked performance of initiatives against strategic objectives via a benefits management framework.

Integrated Planning Manager

2013 – 2014

Major Pan-African Financial Services Group

- Managed business change processes by identifying, planning, and tracking business benefits within strategic programmes.
- Delivered semi-annual business case updates for the South African retail banking division.

EDUCATION

Bachelors in Commerce (Ratonium)

Nelson Mandela Metropolitan University

Major Subjects: Accounting & Economics

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Salesforce Trailhead Ranger (2020 - 2023)
- Adobe Analytics/Target Experience League
- Advanced Diploma in Digital Marketing (Shaw Academy)
- Prince 2 Project Management (Foundation & Practitioner)
- Advanced Excel Financial Modelling (SAICA)
- Managing Benefits (Foundation & Practitioner)
- Web Design Certification
- Foundation Leadership Programme & Management Essentials

AWARDS & RECOGNITIONS

Corporate Mark of Excellence Award (2014 & 2021)

Awarded to top performers within a major financial institution.

Brightest Young Minds South Africa (2011)

Selected as one of the top 100 brightest young minds (ages 20-30) in South Africa.

Vice Chancellor's Award – Excellence in Leadership (2010)

Highest student award for leadership and all-around excellence in student life.
