

DEAN

RooCruit

Manager: Marketing & Content Production

Johannesburg (Fourways), South Africa

PROFESSIONAL SUMMARY

A highly versatile marketing professional with over 20 years of cross-spectrum experience in B2B and B2C arenas across Media, Sales Training, Finance, and Event Management. Proven track record managing large teams of 24+ and spearheading marketing for South Africa's top-selling business publications and sales conventions. Expert in integrating direct marketing, digital content production, and lead generation with a growth-oriented, 3-dimensional approach to brand deliverables.

KEY SKILLS

B2B & B2C Strategy

Video & Audio Production

Digital Content Creation

SMM (Social Media Management)

Lead Generation

SEO Fundamentals

OOH & Radio Campaigns

Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, InDesign)

WordPress Web Development

Event Management

CRM & Email Marketing

Team Leadership (24+ staff)

PROFESSIONAL EXPERIENCE

Marketing & Video Content Production Manager

2011 – Present

Leading Revenue Growth & Sales Consulting Firm

- Creation of sales collateral and marketing content for blue-chip clients to drive revenue growth objectives.
- Research and analysis of marketing trends to develop and execute comprehensive growth strategies.
- Conceptualization and planning of Out-of-Home (OOH) marketing, large-scale events, and advertising campaigns.
- Management of multi-channel ad budgets and production workflows.

Group Manager: Marketing, Communities & Distribution

2011 – 2019

Prominent Media & Business Networking Group

- Identified target markets and produced innovative initiatives for leading South African business publications.
- Managed the marketing for South Africa's top-selling business magazine for 8 consecutive years.
- Directed South Africa's top Sales Convention for 4 years, overseeing all planning, production, and budgeting.
- Planned and executed product distribution strategies and community engagement programs.

Managing Director

2009 – 2011

Specialist Publishing House

- Guided day-to-day operations with a staff contingency of 24 members.
- Oversaw project workflows for various magazine titles and corporate events.

- Managed weekly and monthly budgeting alongside sales managers and editorial teams.
- Prepared and implemented long-term corporate strategic plans.

Marketing & Sales Director

2007 – 2009

Niche Media & Publication Firm

- Developed marketing strategies and roll-out plans for regional publications.
- Managed market segmentation and "below the line" lead generation initiatives.
- Nurtured client relationships and led sales teams to achieve targets based on projected budgets.
- Oversaw event setups, internal marketing, and public relations.

Estate Agent

2000 – 2005

International Real Estate Franchise

- Managed property sales, area canvassing, and client portfolios.
- Handled financial assistance, bond applications, and legal administrative submissions.
- Self-produced property marketing materials, including high-end photography and video tours.

EDUCATION & CERTIFICATIONS

- **IMM Marketing Management Diploma (NQF6)** – Institute of Marketing Management
- **Online Marketing Masterclass** – Professional Certification
- **SEO Fundamentals & Digital Marketing** – Specialized Training
- **Commercial & Studio Photography** – Technical Certification
- **After Effects & Premiere Pro** – Advanced Video Production Training
- **LinkedIn Organic and Paid Marketing** – Digital Certification
- **Matric Certificate**

LANGUAGE & PERSONALITY

- **English:** Native/Bilingual

- **Personality:** ENFJ (The Protagonist). Collaborative, action-oriented leader with a focus on building supportive relationships and achieving creative goals.
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