

# JESSIE RAY

## Digital Marketing Specialist

Johannesburg, South Africa



### PROFESSIONAL SUMMARY

*A passionate and creative Digital Marketing Specialist with a proven track record in managing high-stakes paid media campaigns and e-commerce strategies for international brands. Expert in leveraging data-driven insights to achieve remarkable ROI, coupled with exceptional time management and problem-solving skills. Dedicated to staying ahead of industry trends and consistently pushing the boundaries of excellence in customer engagement and brand growth.*

### KEY SKILLS

- Paid Media Campaign Management
- Facebook ADS Strategy & Execution
- Conversion Tracking & ROI Optimization
- E-commerce Strategy
- Data Analysis & Reporting
- Content Creation & Strategy
- Social Media Management
- Brand Alignment & Messaging
- Budget Management
- Stakeholder Communication

### PROFESSIONAL EXPERIENCE

#### Digital Marketing Specialist (Freelance)

Dec 2023 - Present

#### Portfolio of International Beauty & Growth Agencies

- Create and implement comprehensive Facebook marketing strategies to increase brand awareness, engagement, and conversions.
- Plan, execute, and optimize advertising campaigns to achieve specific objectives such as lead generation and sales.
- Track, analyze, and report on key performance metrics, using insights to adjust strategies and improve results.
- Stay up-to-date with the latest digital trends, tools, and best practices to enhance platform presence.

- Manage and optimize marketing budgets to maximize ROI across multiple client accounts.

## **Paid Media Specialist**

**Sept 2023 - Nov 2023**

### **Leading Digital Marketing Agency**

- Managed paid advertising campaigns across various platforms to engage target audiences and maximize budget efficiency.
- Implemented conversion tracking mechanisms to monitor and measure ROI accurately.
- Analyzed campaign data to identify trends and make data-driven decisions for performance improvements.
- Developed creative content strategies involving writing, design, and video production aligned with client branding.

## **Digital Marketing Specialist**

**June 2020 - July 2023**

### **International Fashion & Apparel Retail Group**

- Solely responsible for the digital management and marketing of two well-known international brands.
- Managed all brand aspects including social media, marketing campaigns, and e-commerce websites.
- Created and optimized paid advertising campaigns with a focus on budget management and conversion tracking.
- Monitored performance metrics to assess content effectiveness and implement strategic improvements.
- Handled brand alignment, ensuring all messaging remained consistent with global brand standards.

## **Junior Digital Account Manager**

**Sept 2019 - March 2020**

### **Full-Service Digital Agency**

- Served as the primary point of contact for clients, ensuring their marketing objectives and needs were met.
- Oversee account maintenance and client satisfaction through consistent quality assurance and project delivery.
- Educated clients on industry trends and emerging technologies to support informed decision-making.
- Resolved client concerns and adapted strategies dynamically to achieve desired outcomes.

Jan 2019 - Sept 2019

## Junior Events Simplifier

### Boutique Events & Staffing Firm

- Developed mood boards and creative briefs according to client specifications.
- Managed event budgets, venue reservations, and coordination with various vendors and entertainers.
- Oversaw on-site inspections to ensure compliance with quality standards and client expectations.

## EDUCATION

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### Red & Yellow School of Advertising

Professional Certificate: Digital Marketing - Cum Laude (2022)

### University of the Witwatersrand

Honours in Media Studies - Cum Laude (2019)

Bachelor of Arts in Media Studies & International Relations (2018)

## CERTIFICATIONS

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- Complete Digital Marketing Course - Udemy (2022)
- Fundamentals of Digital Marketing - Google Digital Garage (2020)

## KEY ACHIEVEMENTS

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- Golden Key Honour Society Member
  - Certificate of First Class: Media Studies, International Relations, Politics, and Foreign Policy Analysis
  - Wits Ladies 1st Team Hockey Player
  - Matric Prefect & Hockey Player of the Year (2010-2014)
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