

# RooCruit

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## LIDIA

### Paid Media Specialist & Digital Consultant

Cape Town, South Africa

### PROFESSIONAL SUMMARY

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A creative and analytical performance growth marketer with over 10 years of experience in digital marketing. Specialist expertise in paid media and paid social advertising, data analysis, digital strategy, and content optimization. Proven track record of managing multi-channel campaigns and leading digital specialist teams to achieve high-performance client results.

### KEY SKILLS

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- Paid Search (PPC) & Google Ads
- Paid Social (Meta, LinkedIn, Twitter)
- Search Engine Optimization (SEO)
- Strategic Growth & Digital Consulting
- E-commerce & Shopping Campaigns
- Data Analytics & Monthly Reporting
- Lead Generation & ROI Optimization
- Client Relationship Management
- Team Leadership & Mentorship
- Project & Process Standardization

### PROFESSIONAL EXPERIENCE

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#### Paid Media Specialist & Digital Consultant

Oct 2022 – Present

*Independent Consultancy (Digital Marketing Services)*

- Onboarding digital clients in partnership with specialized digital agencies.
- Elicit requirements (targeting, goals, and assets) to set up targeted paid media campaigns across Google Ads, Meta, and LinkedIn.
- Direct client communication to align on strategy and suggest ways to optimize accounts and improve performance.

- Liaise with creative teams (designers, video editors, copywriters) to achieve client objectives.
- Initiate Shopping campaigns across Meta & Google Ads by connecting product catalogues and optimising feeds.
- Generate comprehensive monthly reports incorporating analytics data with actionable insights and recommendations.

## **Paid Media Manager**

Aug 2021 – Oct 2022

### *Leading Property Investment Firm (REIT)*

- Collaborated with Heads of SEO and Digital to develop and implement full SEM strategies to achieve performance targets.
- Managed all paid media monthly budget spend across the organization.
- Conducted regular paid media and social advertising audits to ensure maximum efficiency.
- Oversee the full life cycle of the production of marketing assets and materials across all channels.

## **Founder and Digital Marketing Director**

Jan 2019 – Aug 2021

### *Digital Marketing Agency*

- Managed a team of four paid media specialists, outlining briefs and overseeing account performance.
- Ensured success of social and paid media campaigns for 8+ clients through strict deadline and budget management.
- Implemented optimized processes for client onboarding and internal project management.
- Facilitated monthly reporting meetings with key stakeholders to align on growth and promotional strategies.

## **Social and Paid Media Specialist**

Jul 2015 – Dec 2018

### *Digital Marketing Freelance Services*

- Developed cross-channel content strategies and growth campaigns for Facebook, Instagram, Twitter, and LinkedIn.
- Executed Paid Search (PPC) campaign proposals, builds, keyword expansions, and optimizations.

- Consulted with Google Ads support teams to achieve complex client implementation goals.
- Drove lead generation efforts through SEM testing, landing page optimization, and target audience refinement.

## **Communications Officer**

Sep 2014 – Jul 2015

### *National Financial Services Provider*

- Project managed the launch of a new corporate website and internal/external communication strategies.
- Conducted SEO keyword research and managed media exposure in industry publications.
- Systematized and standardized departmental processes and authored technical training manuals for staff.

## **Digital Marketing Manager**

Feb 2013 – Aug 2014

### *Creative Digital Agency*

- Managed SEO & PPC accounts including campaign builds and budget projections.
- Handled copywriting for drip email campaigns and landing pages.
- Interpreted analytics reports to drive ROI from digital marketing spend.

## **EDUCATION**

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### **National Diploma in PR Management and Communications**

Cape Peninsula University of Technology, Cape Town

### **Copywriting for a Digital World**

AAA School of Advertising, Cape Town

### **Matric Exemption Certificate**

Edgemead High School, Cape Town

## **CERTIFICATIONS**

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- Business Systems Analysis Certification – UCT GetSmarter (2023)
- Google Shopping Certification – Google Skillshop (Current)
- Google Ads Fundamentals, Search, Shopping, Video & Display Certifications

## LANGUAGES

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English, Afrikaans

## HOBBIES

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Yoga, travelling, reading (business, psychology, philosophy), outdoor hiking, painting, and cooking.

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