

JENNA

Senior Marketing Manager

Cape Town, South Africa

ROOCRUIT

PROFESSIONAL SUMMARY

Dynamic and innovative Senior Marketing Manager with 20 years of experience in brand building and strategic growth within the Retail, eCommerce, and Tech sectors. Demonstrated expertise in driving brand awareness and optimizing workflows to enhance team efficiency and project outcomes. A proven leader skilled at executing marketing initiatives from inception through delivery, with a strong track record of fostering collaborative environments and speaking at major industry conferences.

KEY SKILLS

- Retail & eCommerce Strategy
- Brand Strategy & Positioning
- Partnership Management
- Digital Marketing (PPC, SEO, Social)
- Project & Budget Management
- Team Building & Mentorship
- Client Services & SaaS implementation
- CRM & Lifecycle Marketing

PROFESSIONAL EXPERIENCE

Head of Marketing

October 2023 — August 2024

Leading Online Betting & Entertainment Platform

- Project managed and oversaw all marketing initiatives, designing brand positioning and awareness strategies.
- Enhanced digital marketing strategy across all media types, managing both agencies and in-house teams.
- Optimized acquisition and retention funnels to ensure a seamless customer journey.
- Launched national radio campaigns and developed comprehensive Out-of-Home (OOH) brand campaigns.
- Managed the affiliate program, building relationships and identifying new growth opportunities.

- Analysed performance metrics and reported findings directly to shareholders and the Managing Director.

Head of Marketing

November 2019 — September 2023

Major South African eCommerce Retailer

- Led strategic planning and post-campaign analysis for digital and Above-The-Line (ATL) media campaigns.
- Aligned marketing initiatives with retail department seasonal plans and product availability.
- Significantly expanded third-party partnerships with financial services and payment providers.
- Implemented Standard Operating Procedures (SOPs) for cross-departmental workflow management.
- Managed multi-channel digital campaigns including Google Shopping, Performance Max, DV360, and Social.
- Focused on personalized communications to improve customer retention and LifeTime Value (LTV).

Customer Success Manager

September 2016 — October 2019

Specialist SaaS & Customer Engagement Firm

- Managed relationships and contract negotiations for major corporate clients in retail, banking, and insurance.
- Led implementation and training programs for SaaS platforms.
- Identified up-selling and cross-selling opportunities while maintaining high SLA standards.
- Coordinated with international partners in the US and UK to ensure platform performance.
- Utilized analytics to drive customer performance and coordinate system enhancements.

Marketing & Project Manager

May 2015 — August 2016

Prominent Daily Deals & Lifestyle Platform

- Led and mentored the marketing team while streamlining customer communications via CRM improvements.
- Acted as the key liaison between the technical development team and marketing.
- Instrumental in launching and project-managing new internal and third-party business ventures.

Online Marketing Manager**October 2010 — April 2015***Leading African eCommerce Pioneer*

- Researched and implemented media initiatives to expand the digital footprint and managed digital agency budgets.
- Implemented Google Analytics and Google Tag Manager to drive data-led decision making.
- Project managed a major brand transition (domain change), overseeing all digital channels during the migration.
- Launched the brand's first mobile marketing campaigns, push notifications, and app download initiatives.
- Collaborated with Category Managers to execute promotions across online marketing channels.

Affiliate Programme & SEM Partner Manager**June 2009 — September 2010***Leading African eCommerce Pioneer*

- Oversaw and expanded the national affiliate program, managing a technical platform overhaul.
- Managed Search Engine Marketing (SEM) budgets to maintain strict ROI objectives.
- Developed strategic group-site initiatives to secure marketing space across a large media conglomerate's network.

Online Marketing & CRM Manager**March 2008 — June 2009***Boutique Digital Marketing Agency***SEM Strategist / Senior Campaign Manager****October 2004 — February 2007***Global Performance Marketing Agency***EDUCATION**

Post Graduate Diploma in Marketing

University of Cape Town (2003)

B.Com Information Systems

University of Cape Town (2002)

CERTIFICATIONS

- **Marketing Strategy (Distinction)** - Red & Yellow School of Advertising (2014)

- **Search Engine Optimisation (Distinction)** - Red & Yellow School of Advertising (2014)

INDUSTRY CONTRIBUTION

- Speaker at eCommerce Africa (2022 & 2023)
 - Speaker at eCommerce Live (2023)
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