

ROOCRUIT

South Africa

PRISCILLA

Marketing Manager

PROFESSIONAL SUMMARY

Experienced marketing professional with over 10 years of experience managing marketing strategies, content creation, digital marketing, and event management for B2B tech businesses. Proven success in executing integrated campaigns, generating qualified leads, and improving customer engagement. Adept at both external and internal marketing, with a strong focus on skilling staff to confidently promote complex enterprise solutions.

KEY SKILLS

- B2B Marketing Strategy
- Lead Generation
- Event Management
- Content Marketing
- Digital Marketing & SEO
- SaaS Marketing
- AI & Tech Positioning
- HubSpot
- WordPress
- Asana / ClickUp
- Partner Relations

- **Expertise in Tech Marketing:** Specialized knowledge in promoting Data & Analytics, AI, QA & Testing, DevSecOps, and Intelligent Automation.
- **Strategic Leadership:** Experienced in aligning marketing goals with sales enablement and business unit objectives.
- **Communication:** Strong ability to work closely with senior executives and global technology partners.

PROFESSIONAL EXPERIENCE

Marketing Manager | Leading South African Technology Solutions Provider 2019 – August 2024

- **B2B Marketing Strategy:** Led the promotion of high-end technology products and services, developing strategies that significantly increased product awareness and customer acquisition.
- **Content Marketing:** Directed the creation of targeted thought leadership pieces, including blogs and case studies across AI, Data Analytics, Software Development (Application Modernisation), and SaaS.
- **Campaign Management:** Designed and implemented multi-channel marketing campaigns, resulting in a measurable increase in lead quality and conversion rates.
- **Event Execution:** Managed full-cycle planning for diverse events ranging from high-level boardroom sessions to large corporate gatherings, enhancing brand visibility.
- **Internal Enablement:** Organized staff training and team-building to ensure cross-functional alignment and deeper understanding of complex technical offerings.
- **Corporate Social Responsibility:** Successfully expanded an annual charity golf day over 10 years, transforming it into a premier corporate-charity occasion with significant community impact.
- **Partner Ecosystem:** Maintained strategic relationships with major global partners (AWS, IBM, Cloudera, etc.) to drive joint customer engagements and co-marketing initiatives.

National Marketing & Training Manager | Specialist Business Intelligence 2008 – & Analytics Firm 2019

- **Brand Development:** Managed a successful full rebranding initiative and launched new digital strategies that increased web traffic and lead generation.
- **Event Management:** Executed customer-facing product launches and corporate events that significantly boosted client engagement.
- **Lead Generation:** Developed and implemented specialized lead generation strategies to increase the volume of qualified sales opportunities.
- **Training Management:** Oversaw software training programs, managing marketing, logistics, and trainer coordination to improve customer satisfaction and attendance.
- **Partner Marketing:** Collaborated closely with international partners to execute co-branded solutions and marketing driving increased engagement.

EDUCATION

Bachelor of Arts
University of Natal

Social Media Marketing Course

University of Cape Town (2018)

TECHNICAL COMPETENCIES

- **Marketing Tools:** HubSpot, Mailchimp, WordPress.
 - **Project Management:** Asana, ClickUp.
 - **Specialized Tech Concepts:** AI, Data & Analytics, QA & Testing, DevSecOps, Intelligent Automation, SaaS.
-