

# JOSH

## Marketing Strategy & Client Success Lead

### PROFESSIONAL SUMMARY

Strategic Marketing and Client Success professional with over 7 years of experience across Fintech, FMCG, Aviation, and Insurance sectors. Specializing in high-profile client management, digital marketing, and platform optimization, Josh has a proven track record of delivering impactful solutions that drive business growth for global brands. An MBA graduate from the University of Cape Town with a strong dual background in creative media and data-driven business strategy.

### KEY ACHIEVEMENTS

- **Digital Thought Leadership:** Co-authored a strategic Playbook on Digital Influencer Marketing for a major multinational telecommunications provider, enhancing campaign frameworks across Sub-Saharan Africa.
- **Marketing ROI:** Significantly increased ROAS from 2x to 9x for various FMCG and Pharmaceutical clients through data-driven optimization.
- **Web3 Strategy:** Developed adaptive marketing strategies for two Web 3/Crypto organizations, resulting in a 30% increase in user engagement.
- **Business Development:** Led over 118 face-to-face client meetings within six months with top financial and tech institutions.
- **Internal Communication:** Managed communication strategies for a high-stakes banking separation project for two major African financial groups.

### PROFESSIONAL EXPERIENCE

Head of Strategy & Analytics

March 2024 - Present

### *Boutique Tech & Influencer Management Platform*

- Researches and analyzes marketing trends to develop comprehensive client growth plans.
- Optimizes performance marketing for leading Retail and Insurance brands, achieving record lead generation and ROAS improvements.
- Collaborates with global CMOs and multifunctional teams to align influencer strategies with business objectives.
- Provides in-depth data visualization and actionable recommendations to improve client campaign effectiveness.

### **Independent Marketing Manager & Strategy Consultant**

**November 2020 – February 2024**

#### *Strategic Marketing Consultancy (Self-Employed)*

- Spearheaded brand strategy initiatives for clients across Aviation, Mining, Medical, and Fintech sectors.
- Orchestrated the integration of traditional and digital channels to maximize brand visibility and engagement.
- **Key Media Results:** Amplified a client's online following from 1,000 to over 12,000 followers.
- **Cost Efficiency:** Reduced cost per message from R62 to R17 and doubled cost-effectiveness of website traffic acquisition through precise targeting.
- Championed the design and implementation of CRM strategies to enhance customer loyalty and reporting.

### **Senior Marketing & Client Relationship Manager**

**July 2018 - October 2020**

#### *Digital HR & Recruitment Startup*

- Directed the management of PR campaigns and led UX/UI enhancement initiatives for the recruitment platform.
- Utilized Jira for error logging, feature scoping, and progress tracking on platform improvements.
- Drove platform adoption rates by aligning with the recruitment strategies of Forbes 500 companies and global agencies.
- Maintained high-volume engagement, averaging 30 calls daily and 10 client meetings per week.

### **Strategic Client Marketing Manager**

**July 2017 – July 2018**

## Full-Service Marketing & Creative Agency

- Acted as primary liaison for blue-chip clients in the technology, automotive, and banking sectors.
- Managed end-to-end marketing projects for brands including major electronics and retail corporations.
- Served as Project Assistant for high-profile international summits hosted in South Africa.

## Junior Marketing & Accounts Manager

January 2017 – April 2017

### Regional Marketing Services Firm

- Supported account management for international beverage and FMCG brands.

## KEY TECHNICAL SKILLS

- **Strategy:** Data Analysis, Tableau, Google Data Studio
- **CRM:** Salesforce, Zoho, HubSpot, Marketo
- **Ad Tech:** Meta Ads Manager, Google Ads
- **Management:** Jira, Trello, ClickUp, Slack
- **Social:** Hootsuite, Sprout Social
- **Operations:** MS Suite, Google Suite
- **Creative:** UX/UI Strategy, Content Strategy
- **Finance:** Basic Accounting & Budget Management

## EDUCATION

**Master of Business Administration (MBA)** | University of Cape Town

*Golden Key International Honour Society Member (2020)*

**Post Graduate Diploma in Marketing & Management** | University of Cape Town (2016)

**Bachelor of Arts in Film & Media (Cum Laude)** | AFDA Film School, Cape Town (2015)

## CERTIFICATIONS

- Certificate in Basic Accounts (GetSmarter, 2015)