

JONATHAN

ROOCRUIT

Digital Marketing Specialist

Fourways, Johannesburg, South Africa | Availability: Immediate

PROFESSIONAL SUMMARY

A seasoned Digital Marketing Specialist with over 20 years of experience in SEO, Paid Media campaigns, and Social Media Marketing. Proven track record of driving significant traffic, increasing conversion rates, and enhancing brand visibility across various digital platforms. Accomplished leader with significant experience in forming teams, managing staff, and delivering exceptional ROI through data-driven strategic marketing plans.

KEY SKILLS

SEO & Search

- On-page & Off-page SEO
- Technical SEO & Audits
- Keyword Research & Analysis
- Link Building Strategies

Paid Media

- Google & Facebook Ads
- Programmatic Advertising
- PPC Campaign Management
- Retargeting Strategies

Social Media & Content

- Strategy Development
- Content Creation & Curation
- Community Management
- Video Production

Analytics & Tools

- Google Analytics
- Conversion Rate Optimization (CRO)
- Marketing Automation
- Email Marketing

PROFESSIONAL EXPERIENCE

FOUNDER - SEO, SOCIAL & PAID MEDIA SPECIALIST

January 2016 – Present

Boutique Digital Marketing Agency

Founded and managed a boutique agency specializing in SEO, Social Media Management, and Paid Media Campaigns. Committed to delivering customized marketing strategies that align with unique client goals and utilizing cutting-edge tools to maintain competitive advantages in an evolving digital landscape.

SEARCH DIRECTOR - HEAD OF SEO, SOCIAL & PAID MEDIA

December 2014 – January 2016

Full-Service Digital Agency

Responsible for driving traffic, increasing conversion rates, and enhancing brand visibility across digital platforms for a diverse client portfolio. Managed a team of 10 professionals to ensure strategic alignment and optimal performance.

SEARCH DIRECTOR

July 2013 – December 2014

International Digital Marketing Firm

Key Achievement: Grew the department by 150% in 12 months and secured several blue-chip clients. Directly responsible for an integrated marketing campaign that won a major industry award in the USA.

Led SEO, online reputation management, paid media, and social media teams. Drove the implementation of comprehensive digital strategies for high-profile clients.

CLIENT SERVICE DIRECTOR

April 2013 – July 2013

Tier-1 Financial Services Marketing Partner

Directed digital account strategy and implementation for a major South African banking institution (Absa). Managed daily social media activity and digital campaigns across sponsorships including PSL, Currie Cup, and Cape Epic.

Key Achievement: Led the #HumanSpirit campaign with the Springboks, which trended multiple times throughout the campaign period.

FOUNDER AND MANAGING DIRECTOR

March 2009 – March 2013

Digital Marketing Agency (UK Based)

Founded a full-service digital agency focused on Business Development, SEO, Web Development, and Social Media. Managed teams providing PPC services across Google, Yahoo, Bing, and Facebook while overseeing mobile and video marketing strategies.

ONLINE MARKETING MANAGER

May 2008 – February 2009

Leading UK Digital Performance Agency

Led the online marketing team responsible for SEO and social media campaigns for 36 major accounts, including prominent Premier League football clubs and large property groups. Developed strategies to increase online presence and improve website conversion rates.

DIRECTOR - HEAD OF DIGITAL MARKETING

March 2003 – April 2008

Global E-commerce Health & Wellness Company (UK)

Developed PPC and SEO strategies for a global web-based business. Managed and trained a team of five in international search marketing techniques.

Results: Doubled website traffic and improved the site conversion rate by 65% through rigorous keyword research, content creation, and link building.

SEO EXECUTIVE

February 2000 – February 2003

Technical Solutions Provider

Managed SEO campaigns for five key accounts, focusing on keyword analysis, competitive research, and monthly reporting.

GRAPHIC DESIGNER & WEBSITE DEVELOPMENT

January 1998 – January 2000

Commercial Design & Print Firm

Headed graphic design projects and early-stage website development, including poster printing and digital asset editing.

EDUCATION

St. Martins High School, Johannesburg

Matriculated with Senior IEB Certificate (1997)

Subjects: English, Mathematics, Business Economics, History, Accountancy.

LANGUAGES

- English (Native/Professional)