

## ROOCRUIT

# DWIJESH

## Principal Property Practitioner | Digital Marketing Specialist

Durban, KwaZulu-Natal, South Africa

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## PROFESSIONAL SUMMARY

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Results-driven professional with a dual expertise in high-level real estate management and digital marketing analytics. A Google Ads certified specialist with a proven track record of managing multi-million rand portfolios and executing complex SaaS marketing strategies. Skilled in leveraging technical data analysis, including SQL and CRM management, to drive business growth and operational efficiency across international markets.

## KEY SKILLS

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- **Marketing:** Google Ads (Search, Shopping, Measurement), Meta Business Suite, SEO, Lead Gen, Sales Funnels
- **Technical:** SQL, Python (Basic), Delphi, Linux/Windows, Online Security Analysis, GoHighLevel, Zoho CRM
- **Operations:** Portfolio Management, Financial Forecasting, Sectional Title Law, Data Mining, SaaS Sales
- **Soft Skills:** Leadership (Teams of 15+), Sales Psychology, Relationship Management, Critical Thinking

## PROFESSIONAL EXPERIENCE

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**International Digital Marketing Agency****Nov 2023 – Present***Digital Marketer (Software & Marketing Industry)*

- Manage Med Spa clientele portfolios through strategic digital marketing activities.
- Provide technical software support and comprehensive GoHighLevel (GHL) training to clients.
- Analyze complex marketing metrics to optimize campaign performance and ROI.
- Facilitate client collaboration meetings focusing on ongoing success and marketing coaching.
- Implement security protocols and root access management to ensure client data integrity.

**Leading South African Property Management Firm****Nov 2020 – Aug 2023***Senior Portfolio Manager*

- Managed a client book of 55 portfolios and led an internal team of 10 staff members.
- Conducted financial analysis on property levy income and created detailed budget forecasts.
- Provided Sectional Title expertise and advisory services in accordance with STSMA.
- Chaired high-level stakeholder meetings and collaborative sessions.
- Ensured strict data compliance and security in accordance with the POPI Act.

**International Prop-Tech & Software Company****Jul 2019 – Oct 2020***Team Lead and Analyst*

- Managed a multidisciplinary team of 15 employees within a fast-paced Prop-Tech environment.
- Coordinated international operations across South Africa, Philippines, USA, and Australia.
- Executed SaaS sales processes, significantly increasing software subscriptions.
- Utilized SQL for data analytics and mining to support commercial real estate research.
- Leveraged advanced data analysis to drive business network expansion.

**Regional Property Management Specialist****Nov 2018 – Jun 2019***Portfolio Manager*

- Comprehensive management of over 25 Body Corporates specializing in Sectional Title Law.
- Responsible for body corporate financials, insurance coverage, and budget creation.
- Ensured full legal compliance for managed buildings and schemes.

**Prominent Property Development & Marketing Firm****Jun 2016 – Oct 2018***Senior Sales & Marketing Executive*

- Designed and executed digital and physical marketing campaigns for major developments.
- Managed end-to-end sales pipelines and CRM (Zoho) integration for lead generation.
- Achieved R25 million in sales within specialized residential developments.
- Key member of the team that achieved R1.5 billion in sales on a single launch date.

**Regional Logistics & Supply Chain Provider****Jan 2015 – Jul 2016***Marketer*

- Handled marketing operations and trucking rate tracking to optimize haulage efficiency.
- Developed pricing strategies in collaboration with board members.
- Analyzed marketing tactics to expand brand awareness and business operations.

**EDUCATION**

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**IMM Graduate School**

Bachelor of Commerce in Marketing and Management Science (NQF 7)

**Itakane**

National Certificate in Real Estate (NQF 5)

**Prop Academy**

FETC in Real Estate (NQF 4)

**University of Cape Town**

Sectional Title Schemes Management

**CERTIFICATIONS**

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- Google Data Analytics Professional Certificate (2024)
- Google Ads: Search, Shopping & Measurement Certifications (2024)
- Google Cyber Security Specialization Professional Certificate (2023)
- Google IT Specialization Professional Certificate (2021)
- TEFL Certification (2019)

**AWARDS & DESIGNATIONS**

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- **MPRE:** Master Property Practitioner Designation (2024)
- **PPRE:** Professional Property Practitioner Designation (2021)
- **Sales Excellence:** R25 Million individual sales (Zimbali Portfolio)
- **Performance:** Contributed to R1.5 Billion launch day sales (Oceans Umhlanga)
- **National Merit:** South African Colours - Chess Commonwealth Games (2011)

## LANGUAGES

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English (Native/Fluent), Afrikaans (Conversational)

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