

CARMEN

RooCruit

Senior Field Marketing Manager

Location: South Africa

PROFESSIONAL SUMMARY

A high-impact communications professional with extensive experience in content creation, brand strategy, and cross-functional leadership within the global EdTech sector. Expert in leveraging data-driven insights and inclusive marketing approaches to optimize digital communication channels and enhance brand visibility. Proven track record in leading strategic initiatives across global teams, building collaborative workflows, and utilizing advanced analytics to drive growth and consumer engagement.

KEY SKILLS

- Brand Management & Strategy
- Data Analysis & Performance Metrics
- Social Media Management & Reporting
- Cross-Functional Leadership
- Consumer & Market Insights
- Content Strategy & Copywriting
- Event Planning & Project Management
- Relationship Management
- Google Analytics, Tableau & Brandwatch
- Jira, Asana & Hootsuite
- Inclusive Marketing Strategies
- Strategic Communication

PROFESSIONAL EXPERIENCE

Senior Manager, Field Marketing

Mar 2024 - Present

Major International EdTech Platform

- Lead marketing initiatives and brand collateral creation for all corporate events and webinars.
- Establish internal best practices and guidelines for global corporate events.
- Drive unique initiatives to enhance brand awareness while upholding strict brand standards.

- Manage end-to-end logistics for corporate events, ensuring smooth execution and maximum impact.
- Conduct post-event lead nurturing strategies to assist in conversion and program growth.

Brand Marketing Strategist

Sep 2023 - Mar 2024

Major International EdTech Platform

- Utilized consumer data feedback loops to inform strategic brand decisions and persona building.
- Led cross-functional initiatives between brand, video, design, research, and UX/UI teams.
- Developed strategies focusing on inclusivity and relevance throughout the consumer journey.
- Conducted thorough competitor analysis to identify brand strengths and enhance market competitiveness.

Senior Social Consumer Insight Analyst

Nov 2022 - Sep 2023

Major International EdTech Platform

- Drove data collection and analysis to shape brand strategy across all organic social channels.
- Leveraged Brandwatch, Tableau, and Google Analytics to gain insights into the consumer journey.
- Implemented digital strategies to drive user traffic from social media to core web properties.
- Created and curated high-quality blog content ensuring relevance to target global audiences.

Social Media Manager

Apr 2022 - Nov 2022

Leading Professional Education Provider

- Oversaw strategy and execution for all organic social channels, ensuring alignment with brand objectives.
- Managed the organic social calendar and content creation to optimize engagement.
- Reported on channel performance in relation to revenue impact to inform executive decisions.
- Streamlined workflows and optimized resources through cross-departmental collaboration.

Community Manager**Jul 2019 - Apr 2022***Leading Professional Education Provider*

- Managed community engagement and response across all social media platforms.
- Handled engagement and response strategies for paid media advertisements.
- Collaborated with Sales to generate leads from organic and paid social media interactions.

Course Consultant**May 2018 - Jul 2019***Leading Professional Education Provider*

- Managed high-volume sales correspondence and established rapport with potential students.
- Developed internal documentation and canned responses to ensure brand consistency in sales.

VOLUNTEER LEADERSHIP**Global Communications Chair / Communication and Engagement Chair****Oct 2023 - Present***Women's Alliance Network (Internal Business Resource Group)*

Lead regional awareness and communication strategies, managing content creation across internal platforms and facilitating community outreach initiatives.

EDUCATION**B.Psych Degree (Honours Equivalent)**

Eduvous (Includes 750 Hours of Counselling Experience)

National Senior Certificate

La Rochelle Girls High School

CERTIFICATIONS

- Women in Leadership | Yale SOM
- Marketing Analytics for Consumer Insights | LSE
- Social Media Strategy | MIT Sloan
- Psychology of Addiction & Recovery | Stanford
- Copy-editing | University of Cape Town

- Digital Marketing & Media Strategy | Northwestern
- Communicating for Influence | Cambridge (CISL)
- Customer Experience Innovation | Northwestern
- Social Media Marketing | University of Cape Town
- Global Health Delivery | HarvardX

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