

# MELISSA

## Business Unit Director | Media Operations & Strategic Lead

Johannesburg, South Africa



### PROFESSIONAL SUMMARY

Strategic and results-driven senior media professional with over 15 years of diverse experience spanning telecommunications, FMCG, and digital sales houses. Proven expertise in leading large cross-functional teams, overseeing multi-platform media strategies, and driving operational excellence for high-profile international brands. A solutions-oriented leader with a strong track record in procurement, stakeholder management, and converting business intelligence into actionable growth insights.

### KEY SKILLS

- Integrated Media Strategy (ATL & Digital)
- Operational Leadership & Change Management
- Strategic Sourcing & Procurement
- High-Level Stakeholder Management
- Performance Marketing & Digital Analytics
- Budget Management & ROI Optimization
- Team Mentorship & Professional Development
- Brand & Content Strategy

### PROFESSIONAL EXPERIENCE

**Business Unit Director**

**February 2024 – Present**

#### Leading South African Media Agency

- Leads a team of 24 members including media integrated strategists, hybrid planners, and performance specialists for a major telecommunications portfolio.
- Acts as the primary account lead, ensuring seamless execution of media buying, planning, and high-level strategy.

- Monitors campaign performance and provides data-driven recommendations to optimize ROI.
- Manages account budgets and identifies growth opportunities through strategic upselling and cross-selling.

### **Media Operations Manager**

**June 2023 – January 2024**

#### **Leading South African Media Agency**

- Managed all operational aspects of the organization to ensure efficient workflow across all media disciplines.
- Oversaw agency marketing, including PR, events, and reputational presence.
- Streamlined internal processes and conducted audits to eliminate bottlenecks and enhance productivity.
- Managed the administrative onboarding and project management for new business pitches.

### **Procurement Media & Marketing Category Manager**

**July 2021 – December 2022**

#### **International Premium Beverage Firm**

- Managed category strategies for Media, Production, and Brand Activation across the African footprint.
- Led strategic sourcing initiatives and established best practice cost structures for global brands such as Jameson, Chivas Regal, and Absolut.
- Implemented SRM (Supplier Relationship Management) and performance evaluation frameworks.
- Provided commercial advice to Marketing and Sales teams to maximize value for money and ROI on experiential events.

### **CEO & Founder (Consultant)**

**June 2017 – Present**

#### **Independent Strategy & Coaching Consultancy**

- Offers freelance brand and integrated media strategy, event planning, and marketing implementation.
- Operates as an ICF Certified Consciousness Coach supporting professional and personal development.

### **Senior Account Director**

**February 2020 – March 2021**

#### **Full-Service Creative & Content Agency**

- Directed strategy for profitable growth across accounts including Coca-Cola, Nestlé, and Diageo.
- Developed strategic operating plans and monitored financial results against client budgets.
- Coordinated campaign elements including copy, artwork, video, and post-campaign analysis.

### **Spotify Senior Account Director**

**July 2019 – February 2020**

#### **Leading Digital Ad Sales House**

- Head of Spotify Radio Sales for South Africa, driving revenue growth through strategic selling.
- Educated brands and agencies on digital advertising and programmatic product sets.
- Managed agency relationships and reported on campaign performance metrics.

### **Sponsorships and Promotions Specialist**

**February 2016 – December 2018**

#### **Major Regional Radio Broadcaster**

- Coordinated non-traditional revenue (NTR) campaigns and managed SLA fulfillment.
- Project managed major campaigns including wine festivals, music sessions, and international listener tours.
- Developed integrated brand strategies across radio, television, and digital platforms.

## **EDUCATION**

- **Bachelor of Journalism and Media Studies** (2011) | Rhodes University  
*Majors: Journalism, Drama, Sociology*
- **Matric Endorsement with Distinction** (2005) | Rand Park High School

## **CERTIFICATIONS & COURSES**

- **The Secret Power of Brands** | University of East Anglia
- **Media Transformation & Proficiency** | Abintus Academy (Global Media Auditors)
- **Design Thinking** | Red & Yellow Academy
- Advanced Negotiation Skills & Management Training
- Advanced Report Writing

## **LANGUAGES**

- English (Native/Professional)
  - Afrikaans (Professional)
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