

RooCruit

MARNÉ

Digital Account Manager

Pretoria, South Africa

PROFESSIONAL SUMMARY

Experienced and results-driven Account Manager with a proven track record in managing client relationships and driving revenue growth. Skilled in handling multiple complex accounts simultaneously, with deep expertise in negotiations, cross-functional team collaboration, and executing data-driven strategies to maximize value. Driven by creativity and energy, I specialize in implementing digital marketing strategies that align client business goals with measurable success.

KEY SKILLS

- Customer Relationship Management
- Strategic Planning & Execution
- Digital Marketing Strategy
- Team & Stakeholder Management
- Data Analysis & Performance Reporting
- Consumer Behaviour Analysis
- Customer Retention Strategies
- Web Design & Analytics
- A/B Testing & Conversion Optimization
- Cross-functional Collaboration

Software Proficiency: Microsoft 360, Adobe Creative Suite (Photoshop), Asana, Magnetic, Mailchimp, CMS, Zapier, Planable, Report Garden, Google Analytics.

PROFESSIONAL EXPERIENCE

Digital Account Manager

March 2023 – Present

Leading Full-Service Digital Marketing Agency

- Manage a diverse portfolio of major accounts across industries including Automotive, Retail, Healthcare, and Professional Services.

- Actively conduct regular check-ins and quarterly business reviews to assess satisfaction and identify growth opportunities.
- Serve as the primary point of contact for client communications and deal management.
- Develop and implement comprehensive digital strategies, monitoring campaigns across social media, email, and paid advertising channels.
- Utilize key performance metrics to measure customer success and inform strategic decision-making.
- Prepare and present detailed insights and performance trend reports to management and stakeholders.

Digital Marketer

November 2021 – February 2023

Niche E-commerce & Retail Photography Specialist

- Developed and implemented a social media strategy resulting in a significant increase in follower engagement.
- Managed paid advertising campaigns on Facebook and utilized A/B testing to optimize conversion rates.
- Designed and executed email marketing campaigns via Mailchimp.
- Created visual digital assets using Adobe Photoshop for multi-channel marketing purposes.
- Managed client interactions via Clickdesk and Respond, ensuring high levels of service.
- Produced monthly feedback reports leveraging Google Analytics and social platform data.
- Led copywriting and marketing efforts for a sister company, including event and workshop organization.

Junior Digital Marketer

November 2020 – October 2021

Niche E-commerce & Retail Photography Specialist

- Developed brand messaging that resonated with target consumer segments.
- Conducted market research to identify key growth segments and product opportunities.
- Managed relationships with industry influencers and strategic partners.
- Developed creative concepts for websites, print collateral, and digital campaigns.
- Implemented website analytics to track user behavior and inform content strategy.
- Coordinated a comprehensive content calendar for production and distribution.

Marketing Intern

December 2018 – January 2019

Creative Media & Production Agency

- Assisted the Marketing Manager with daily operations and client outreach.
- Supported the production team during the shooting of a television show episode.
- Attended strategic meetings with current and prospective clients.

EDUCATION

BPhil in Marketing Management

IMM Graduate School (2022)

BCom Marketing Management

North-West University (NWU), Potchefstroom (2017 - 2020)

Short Course in Digital Marketing

University of Cape Town (2020)

LANGUAGES

English, Afrikaans

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