

CARA

ROOCRUIT

Google Ads Specialist

Pretoria, Gauteng, South Africa

PROFESSIONAL SUMMARY

A dedicated digital marketer with over 6 years of experience in the digital landscape. Strongly specialized in paid advertising and Google Ads, with a proven track record of delivering impactful campaigns that drive tangible business growth. Expertise spans from high-level SEO strategy and GA4 management to hands-on e-commerce tracking and multi-platform social media coordination.

KEY SKILLS

Google Ads

Google Analytics 4

Looker Studio

Google Tag Manager

SEO Strategy

WordPress

Shopify

Meta Ads

Search Console

HTML

Creative Feedback

Client Management

PROFESSIONAL EXPERIENCE

Digital Campaign Specialist

2023 - Present

Leading Digital Performance Agency

- Promoted from Hybrid Digital Campaign Manager to Digital Campaign Specialist within 9 months.
- Manage comprehensive Google Ads campaigns focusing on both Lead Generation and E-commerce.
- Execute SEO strategies and implementations to improve organic visibility.
- Handle GA4 reporting, management, and custom Looker Studio reports for data visualization.

- Oversee technical tracking setups using Google Tag Manager for WordPress and Shopify platforms.
- Perform Google Search Console optimizations and maintain proactive client management.

Social Media Coordinator

2022 - 2023

National Automotive Retail Corporation

- Planned and scheduled high-volume social media content across major platforms.
- Provided creative feedback, reviewing and approving marketing collateral.
- Compiled detailed marketing reports to track engagement and ROI.
- Managed Google My Business (GMB) profiles and executed Meta (Facebook and Instagram) advertising campaigns.

Social Media & SEO Freelancer / Intern

2019 - 2022

Various International & Local Clients

- Developed and implemented social media strategies for international and quality-assurance organizations.
- Assisted with website concepts and design to improve user experience and SEO performance.
- Managed online digital presence and content creation for diverse industry niches.
- Completed an internship focused on global commerce and digital management.

EDUCATION

BCom in Digital Marketing

The IIE-Vega School

Graduated Magna Cum Laude (2019 - 2021)

National Senior Certificate

Hoërskool Waterkloof

CERTIFICATIONS

- Google Ads - Certified
- Google Analytics 4 - Certified
- Looker Studio - Certified
- Google Tag Manager - Certified

- SE Ranking & Google Search Console - Trained

LANGUAGES

- English (Fluent)
 - Afrikaans (Fluent)
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