

ROOCRUIT

South Africa

MARILÉ

Head of Content

PROFESSIONAL SUMMARY

A strategic Head of Content with a proven track record of scaling content production by over 320% while enhancing quality. Expert in SEO-driven content strategies for SaaS and e-commerce markets, managing international freelance teams and significant annual budgets. Highly skilled in leveraging AI integration and SEO tools to drive high-impact growth and engagement.

KEY SKILLS

- Content Strategy & Management
- SEO & Keyword Research
- Team Leadership & Collaboration
- Editorial Oversight
- Copywriting & Content Creation
- Digital Marketing & Analytics

PROFESSIONAL EXPERIENCE

Head of Content

March 2024 – Present

Leading UK-based SEO Agency

- Lead content strategy for a top international agency, specializing in e-commerce and SaaS vertical markets.
- Manage a diverse team of freelance and in-house content writers, scaling output by 320% within 6 months.
- Oversee a \$50,000/year budget for content creation, SEO tools, and paid distribution efforts.

- Implemented smart workflows that freed up creative teams to focus on high-impact strategic projects.
- Conduct deep keyword research using Google Search Console and Ahrefs to optimize search engine ranking and user engagement.
- Liaise with international clients to manage expectations, report on campaign progress, and foster long-term relationships.
- Remain at the forefront of marketing trends, specifically regarding SEO and AI integration.

Freelance Writer**January 2021 – February 2024***Independent Professional Services*

- Delivered over 350 pieces of high-quality content for B2B and B2C clients, significantly increasing conversion rates.
- Produced long-form blogs, newsletters, landing pages, and social media content tailored to diverse industries.
- Achieved a 28% boost in newsletter click-through rates for a client through targeted copy strategies.
- Collaborated directly with organization leads to craft tailored content strategies focusing on brand messaging.

Editor in Chief**November 2016 – November 2017***Educational Institution Publication*

- Led a team of 20 journalists and editors to create resonant content for a large audience.
- Increased yearly sales by 35% through strategic social media marketing initiatives.
- Spearheaded monthly editorial planning and innovation meetings.

EDUCATION**Bachelor of Arts in English & Linguistics**

University of South Africa

- Member of the Golden Key International Honour Society for academic excellence.
- Advanced coursework in Communication Science, Philosophy, and Psychology.

CERTIFICATIONS

Professional Certificate in Digital Marketing & E-commerce

Google

- Proficient in SEO, SEM, CRM, and marketing analytics.
- Specialized in customer engagement through search engines and email campaigns.

LANGUAGES

- **English:** Native
- **Afrikaans & Dutch:** Advanced
- **Norwegian:** Intermediate