TERTIUS

PERFORMANCE MARKETING, CRO & OPTIMIZATION EXECUTIVE

RooCruit
Cape Town, South Africa

PROFESSIONAL SUMMARY

Seasoned strategist with over 25 years of global experience in SaaS, B2B, and DTC environments, specializing in Performance Marketing, Conversion Rate Optimization (CRO), experimentation, e-commerce, and digital strategy. Proven expertise in developing and executing digital growth programs and leading cross-functional teams to drive measurable ROI. Highly proficient across the full digital stack, including PPC/SEM, Social Media, advanced data analysis, UX/UI design, and funnel optimization.

KEY SKILLS

- Performance Marketing & PPC
- A/B Testing & Experimentation
- Digital Strategy & Growth Hacking
- Product Management & UX/UI
- Conversion Rate Optimization (CRO)
- Data Analytics & Insights
- E-commerce Management
- Strategic Planning & Leadership

PROFESSIONAL EXPERIENCE

Global SaaS Productivity Solutions Provider — 11/2023 – Present

Conversion Rate Optimization Manager (Remote)

- Developing and implementing global front-end CRO strategy and optimization frameworks, overseeing research, ideation, and testing roadmaps.
- Serving as Growth Product Manager to enhance in-product user experience and drive conversions from trials to paid customers.
- Collaborating with cross-functional teams (design, UX, performance marketing, engineering) to implement and optimize growth strategies.

- Executing data analysis and reporting to refine the company experimentation framework continuously.

Leading International Academic & EdTech Institution 05/2022 – 10/2023

Team Lead: Conversion Rate Optimization (Remote)

- Developed and implemented the CRO framework and processes for the International team, covering both Emerging and Mature markets.
- Managed and provided guidance to the international optimization team, including CRO managers and development resources.
- Executed hands-on A/B testing and experimentation to support key international business objectives.
- Promoted growth-led approaches and reporting standards across the broader business units.

Major Telecommunications & ISP Provider 04/2019 – 04/2022

Ecommerce Channel Manager (Hybrid)

- Achieved aggressive e-commerce growth targets by establishing the website as the organization's primary sales channel.
- Developed and executed CRO processes across checkout funnels and optimized in-app upselling for existing customers.
- Led a cross-functional team of project managers, designers, and developers to execute digital initiatives.
- Presented sales metrics and actionable insights to executive leadership to drive UX improvements.

Growth & Digital Strategy Consultancy 09/2018 – 04/2022

Independent Digital Strategist / Consultant

- Provided performance-driven consulting for B2B and B2C companies in tech, SaaS, fintech, and FMCG sectors.
- Planned and guided website development, content strategies, and integrated digital marketing (SEM, PPC, Display).
- Implemented comprehensive CRO programs to enhance user experience and site optimization.

International Luxury Travel & Safari Group 02/2018 – 08/2018

Marketing Manager (Hybrid)

- Developed digital marketing strategies covering PPC, social advertising, SEO, and affiliate marketing.
- Managed performance marketing teams executing complex campaigns across global brands/markets.
- Directly managed daily analysis, optimization, and reporting for high-value travel leads.

Boutique Digital & Strategic Communications Agency **06/2010 – 02/2018**

Digital Lead and Head of Cape Town Office

- Led the development and implementation of integrated digital strategies for enterprise clients.
- Oversaw website optimization, content strategy, marketing automation, and CRM integration.
- Managed the full engagement cycle for business development and stakeholder management.

Direct-to-Consumer Wellness & Health Brand **02/2005 – 12/2017**

Founder / Head of Marketing

- Directed national marketing and communication strategy with a focus on digital conversion and social media.
- Handled full-cycle product development including market analysis and service positioning.

European Mobile Wireless Content Provider **2001 – 2002**

Content Manager: Europe (London Based)

- Crafted mobile platform content strategy for UK, Germany, and France.
- Established partnerships with infrastructure and application providers to deliver consumer content.

Global Media & Digital Content PLC **1998 – 2001**

Head of Business Development (London Based)

- Developed commercial strategies for advertising and revenue forecasting.
- Managed content development/engineering teams to drive traffic and market share via strategic partnerships.

Multinational Mobile Network Operator **2002 – 2005**

Product Manager: Data Portfolio

International Travel & E-commerce Platform **1993 – 1998**

Marketing Manager

EDUCATION

Stellenbosch University

Bachelor of Commerce (Business Economics, Marketing, Industrial Psychology)

Graduated 1992

AAA School of Advertising

Post Graduate Marketing and Advertising Diploma

1989 – 1991

LANGUAGES

- English (Fluent)
- Afrikaans (Fluent)

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