

Wikus

Web Team Leader | SEO & Google Ads Specialist

Port Elizabeth, South Africa

RooCruit

PROFESSIONAL SUMMARY

An experienced digital strategy and sales specialist with a deep focus on the psychological drivers of consumer behavior and data analytics. Currently overseeing diverse online platforms, I specialize in making data-backed decisions to optimize performance, enhance user engagement, and align digital presence with core business goals. I possess a proven track record of managing significant advertising budgets and leading digital teams to drive growth across SEO, PPC, and e-commerce channels.

KEY SKILLS

- SEO & Search Visibility Strategy
- Google Analytics & Data Insight
- Product Information Management (PIM)
- Email Marketing (Brevo/Sendinblue)
- Google Ads Management (Large Scale)
- Webpage Design (NopCommerce, WooCommerce)
- Social Media Strategy & Oversight
- Digital Sales & Customer Relationship Building

PROFESSIONAL EXPERIENCE

Web Team Leader

February 2023 - Present

International Luxury Travel & Tourism Agency

- Managing and optimizing a Google Ads annual budget of 3.5 million, ensuring effective global reach and ROI.
- Executing comprehensive SEO strategies to improve search visibility and attract high-intent international clients.
- Refining website aesthetics and user experience (UX) to align with premium brand standards.

- Leading the web team and overseeing product information accuracy to ensure exceptional service delivery.
- Managing strategy for social media (Facebook, YouTube, Instagram) and email marketing campaigns.

Platforms Oversight Specialist**September 2021 - January 2023***Leading Specialized Hardware & E-commerce Retailer*

- Created high-conversion content aimed at securing number-one rankings on Google search.
- Optimized platform integrations and workflow efficiencies across WordPress, WooCommerce, and NopCommerce.
- Managed multi-channel listings across independent web stores and major third-party marketplaces like Takealot.
- Monitored platform health and implemented the latest digital integrations to ensure smooth operations.

Online Sales Specialist**November 2019 - August 2021***Specialized Woodworking & Retail Firm*

- Managed daily operations for two major digital storefronts, including a dedicated online shop and a marketplace presence.
- Handled the full sales lifecycle from SEO-optimized product listing to order fulfillment and shipping.
- Collaborated with the marketing team to execute promotions and drive targeted traffic to the website.
- Focused on high-touch customer service and long-term professional relationship building.

Sales Consultant**March 2019 - October 2019***High-End Luxury Jewelry Retailer*

- Consulted clients on diamond quality, clarity, and technical specifications.
- Specialized in upselling investment-quality gemstones and luxury jewelry pieces.

Account Manager / Representative**September 2014 - January 2019***International Audio-Visual Brand Importer*

- Distributed over 30 international AV and commercial brands across the Northern Cape and Free State regions.
- Provided technical product advice and strategic sales support to a large portfolio of commercial clients.

Sales Consultant**January 2009 - August 2014***Regional Music & Equipment Retail Group*

- Started professional sales career providing expert advice on musical instruments and audio equipment.

CERTIFICATIONS

- ✓ Google Analytics Individual Qualification (GAIQ)
- ✓ Google Advanced Analytics Certification
- ✓ Harry Friedman Sales Training

TECHNICAL EXPERTISE

Platforms: WordPress (WooCommerce), NopCommerce, Takealot Seller Portal, Google Merchant Center, Sendinblue/Brevo.

Analytics: Google Analytics (UA/GA4), Google Ads, Search Console.
