

ROOCRUIT | REMOTE TALENT SOLUTIONS

TASHA

DIGITAL MARKETING SPECIALIST & CLIENT PARTNER

South Africa

PROFESSIONAL SUMMARY

I am a Digital Specialist with extensive experience in brand strategy, social media management, and internal/external communications. Starting my career as a copywriter and strategist, I have honed the ability to craft compelling brand narratives and align creative insights with strategic goals. I have worked with diverse global brands in Personal Care, Apparel, and FMCG, leading initiatives that enhanced online presence and strategic positioning for international markets.

KEY SKILLS

Through-the-line Strategy

Social Media Strategy

Project Management

Content Development & Copywriting

SEO & Google Analytics

Stakeholder Engagement

Client Relationship Management

Internal & External Communications

PROFESSIONAL EXPERIENCE

Client Partner

Nov 2020 – Current

Leading Integrated Outsourcing & Marketing Group

- Act as the primary point of contact for key clients, fostering strong partnerships and ensuring business objectives are met.
- Develop and implement tailored strategies to drive revenue growth, optimize performance, and enhance client satisfaction.
- Lead end-to-end execution of campaigns and initiatives, ensuring alignment with client goals, timelines, and KPIs.
- Collaborate with internal teams, including marketing, operations, and data analytics, to deliver data-driven solutions.
- Monitor key performance metrics, analyze trends, and provide actionable insights to drive continuous improvement.
- Identify opportunities for upselling and cross-selling, leveraging market insights to drive business expansion.

Senior Account Manager

Jan 2020 – July 2020

Global Creative & Brand Agency

Managed and grew client relationships within the FMCG sector across global regions (South Africa, Ethiopia, Nigeria, Mauritius).

- Developed strategic account plans to achieve revenue and growth targets for high-profile FMCG clients.
- Led the successful launch of a new brand look and packaging rollout, ensuring seamless execution across multiple regions.
- Navigated diverse markets and consumer landscapes to position the agency as a trusted advisor to global brands.
- Analyzed client performance metrics across regions to enhance market ROI.

Senior Project Lead / Senior Account Manager

June 2018 – Dec 2019

Boutique Digital Marketing Firm

- Managed high-profile FMCG clients across diverse product categories including personal care and food brands.
- Coordinated brand workshops to align stakeholders and refine messaging for impactful creative campaigns.
- Led influencer partnerships and omnichannel collaborations with major platforms and television productions.
- Managed the rollout of localized campaigns, ensuring brand consistency while tailoring strategies to local audiences.

Account Manager

Jun 2014 – Nov 2017

Award-Winning Digital Agency

- Managed iconic global brands across New Zealand, Australia, and multiple African regions.
- Executed food styling shoots, local influencer campaigns, and brand shoots to create high-impact engagement content.
- Identified and capitalized on upselling opportunities to enhance client ROI.
- Contributed to award-winning work recognized by prestigious industry bodies.

Industry Awards & Recognition: New Generation Awards (2014, 2016), MMA Smarties, Assegai Awards, and Loerie Awards.

EDUCATION

Bachelor of Social Sciences (Honours)

University of KwaZulu-Natal | 2005 - 2008

Major in Communication, Media, and Copywriting

EXPERTISE & BRAND HISTORY

Extensive experience working with major global players in the following sectors:

- **FMCG:** Health & Personal Care (Unilever brands), Food & Beverage (RCL, Margarine & Spreads), Global Quick Service Restaurants (McDonald's).
- **Apparel:** International footwear and lifestyle brands.

- **Regional Expertise:** South Africa, Ethiopia, Nigeria, Mauritius, Zimbabwe, Zambia, Malawi, Australia, and New Zealand.
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