

RooCruit

Johannesburg, South Africa

TRACEY

Client Service, Advertising & Operations Specialist

PROFESSIONAL SUMMARY

A highly accomplished Business Management and Operations Specialist with over 20 years of comprehensive experience across digital, ATL, social, email, and CRM advertising. Proven track record of leading large teams of 120+ professionals and managing complex brand portfolios with annual values nearing R88 million. Exceptional expertise in delivering outstanding client satisfaction and navigating evolving market needs within the FMCG, Telecommunications, and Financial sectors.

KEY SKILLS

Resource Management:

- Personnel Allocation & Optimization
- Workload Management & Forecasting
- KPI Monitoring & Reporting

Financial & Operations:

- Budgeting & Financial Forecasting
- Project Profitability Analysis
- Risk Assessment & Mitigation

Software Proficiency: HubSpot, Shopify, G-Suite, MS Word, Excel, PowerPoint, Slack, Asana, Trigger, Xero, Simple Pay, Chase, Accello, Pipefy, Ziflow, Egnyte.

PROFESSIONAL EXPERIENCE

Account Director (Contract)

September 2024 - Current

Leading Global Creative & Digital Agency (WPP)

Responsible for the high-level FMCG portfolio management including major household brands in the sugar, tea, confectionery, and nutrition sectors.

Operations Manager

March 2021 - June 2024

Top-Tier International Digital Marketing Agency

Oversaw all operational aspects for a major Telecommunications account valued at R88 million annually.

- Managed a multidisciplinary team of 150 individuals across five business units: Digital, Social, Retail, Financial Services, and Brand.
- Instituted operational efficiencies to stabilize large-scale creative workflows.
- Previously managed the Financial Services account from its inception through successful client service delivery.

Business Unit Director

April 2020 - October 2020

Strategic Digital & Growth Agency

- Directed growth and management of client portfolios ensuring high-level relationship retention.
- Optimized business processes to deliver projects on time and to premium standards.
- Contributed to successful business pitches and managed key supplier relationships for clients in the travel, education, and luxury beverage sectors.

Agency Services Director

May 2019 – March 2020

B2B Marketing & Digital Strategy Firm

- Provided strategic oversight for all agency operations and internal process optimization.
- Led a high-performing team of consultants, strategists, designers, and developers.
- Managed digital strategy guidance on key projects for financial and insurance clients.
- Ensured measurable results through HubSpot onboarding, CRM optimization, and strategic B2B planning.

General Manager**August 2016 – December 2018***Full-Service Digital Marketing Agency*

- Assumed full agency control, managing HR, finances, client services, and new business development.
- Specialized in UX, Website development, PPC, SEO, and social media for global and local brands.
- Implemented foundational policies and crisis management protocols during executive leadership transitions.

Account Director**May 2015 – February 2016***International Digital Communications Agency*

- Cultivated and managed key relationships for global beverage brands.
- Partnered with international stakeholders to deliver impactful end-to-end campaigns across a connected global network.

Regional Director**January 2013 – May 2015***Independent Integrated Advertising Agency*

- Autonomously launched and built the agency's regional division from the ground up.
- Handled recruitment, office establishment, and operational workflow creation.
- Drove new business growth for major automotive and retail clients.

Group Account Manager**May 2004 – January 2012***Integrated Advertising & Creative Agency*

Managed diverse accounts across airlines, logistics, and quick-service restaurant (QSR) industries.

EDUCATION

- **Advanced Diploma in Marketing & Advertising Communications Management**
Red & Yellow School of Advertising & Marketing
- **Bachelor of Social Sciences**
University of Cape Town
- **St Andrews School**
Matriculation

PREVIOUS ROLES

- PR Account Executive – *PR & Internal Communications Firm*
- Product and Sales Manager – *International Logistics Company (United Kingdom)*
- Sales & Marketing Assistant – *Telecommunications Provider*