

PHILLIPUS

Senior Project Manager & Digital Strategist

PROFESSIONAL SUMMARY

A versatile and results-driven professional with over 12 years of experience spanning project management, business analysis, and digital strategy. Proven track record in leading multidisciplinary teams to deliver high-impact digital marketing campaigns and large-scale technical transformations for global enterprise brands. Expert in optimizing operational workflows through automation and data-driven insights to exceed client expectations across diverse industries.

KEY SKILLS

- **Project Management:** Agile, Scrum, Kanban, Prince2
- **Digital Marketing:** SEO, PPC, Google Business Profile (GBP)
- **Technical Tools:** GoHighLevel (GHL), JIRA, SQL, HTML
- **Business Analysis:** Workflow Mapping, Requirements Gathering
- **CRM & Automation:** Salesforce, HubSpot, GHL Workflows
- **Data & Analytics:** Google Analytics, KPI Reporting, Tableau
- **Leadership:** Stakeholder Management, Team Coordination
- **Platforms:** WordPress, Shopify, Monday.com, Asana

PROFESSIONAL EXPERIENCE

Director of Project Management

Nov 2024 – May 2025

Leading Digital Marketing & Strategy Agency

- Managed end-to-end execution of digital marketing campaigns, ensuring alignment with client goals and timely delivery.

- Served as primary liaison for stakeholders, providing strategic recommendations and gathering complex requirements.
- Oversaw GBP optimization, GHL workflows, SEO, and PPC strategies to drive significant brand visibility and conversions.
- Implemented GHL automation for streamlined lead tracking, CRM integration, and increased workflow efficiency.
- Analyzed marketing KPIs and presented performance insights to optimize campaign effectiveness across cross-functional teams.

Business Analyst**Nov 2022 – Nov 2024***Major Industrial & Mining Corporation*

- Defined operational objectives by evaluating business functions and output requirements.
- Developed detailed system specifications and workflow diagrams to enhance system capabilities.
- Recommended and implemented procedure modifications that established effective controls and increased efficiency.
- Managed project lifecycles by identifying milestones, forming project teams, and establishing budgets.
- Monitored project progress, resolved technical roadblocks, and prepared comprehensive analytical reports for leadership.

Senior Digital Project Manager**Jan 2022 – Nov 2022***International Project Management Consultancy*

- Provided on-site leadership for project teams to achieve critical milestones for high-profile engagement contracts.
- Procured resources and managed day-to-day project activities, chairs team meetings and managing stakeholder expectations.
- Reported on success criteria, metrics, and deployment activities while managing project scope and change requests.
- Ensured all programs adhered to strict quality standards, schedules, and budgetary constraints.

Project Manager & Software Consultant**May 2017 – June 2020***Leading Digital Signature & FinTech Solutions Provider*

- Led international product implementation across Brazil, EU, and Kenya, designing tailored workflows for enterprise clients.
- Drafted comprehensive Statements of Work (SOW) and Proof of Concept (POC) documentation.
- Configured automated document management systems and digital signature workflows for major financial institutions.
- Provided multilingual support and training (Portuguese/Spanish) to accommodate international stakeholders.

IT Helpdesk & Support Engineer

Jan 2013 – May 2017

Public Sector Technology & Information Services

- Maintained and optimized hardware and software for large-scale enterprise environments.
- Executed seamless operating system migrations and managed critical data backup/recovery operations.
- Provided specialized technical support for network maintenance and server configurations.

EDUCATION

University of Cape Town (UCT)

Business Analysis (Currently Enrolled)

Focus: Data visualization (Tableau), SQL, Statistical methods, and Predictive Analytics.

Varsity College

Diploma in Information Technology Programming

CERTIFICATIONS

PRINCE2 Foundation & Practitioner – IT Academy (2022)

IBM Professional Certifications – Pearson Vue (2016)

SPSS Data Analysis, i2 Analysts Notebook, Intelligent Operations Center Technical Mastery.

N+ Networking – CompTIA (2018)

Java Programming – Incus Data/IBM (2017)

LANGUAGES

English (Fluent), Portuguese (Professional Support), Spanish (Professional Support)
