

Kimera

ROOCRUIT

Paid Media Analyst & Marketing Specialist

Johannesburg, South Africa

PROFESSIONAL SUMMARY

An adaptable, self-motivated, and collaborative professional with an MBA in Marketing (Summa Cum Laude). As a focused academic who emphasizes the practical application of theory to real-life business challenges, I bring a data-driven approach to digital advertising and omnichannel performance. I am a critical thinker with a passion for creative problem-solving and sustainable marketing strategies.

KEY SKILLS

- **Paid Media:** Google Ads, Meta Blueprint, TikTok Ads
- **Analytics:** GA4, Looker Studio, Data Analysis
- **Software:** MS Office Suite (Advanced)
- **Strategy:** KPI Monitoring, Omnichannel Strategy
- **Interpersonal:** Stakeholder Reporting, Client Relations
- **Personal:** Critical Thinking, Multi-tasking

PROFESSIONAL EXPERIENCE

PAID MEDIA ANALYST

Dec 2024 - Present

International Digital Media Agency

- Executing and optimizing complex advertising campaigns across Meta, Google Ads, TikTok, and other digital platforms.
- Analyzing and collating omnichannel performance data to provide actionable business insights.
- Monitoring key performance indicators (KPIs) and adjusting strategies in real-time to ensure client targets are met.
- Managing weekly reporting and performance presentations for various stakeholders.

BARISTA & SERVICE SPECIALIST

2023

Boutique Hospitality Group

- Provided high-level customer service and managed inventory and cash handling in a fast-paced environment.
- Developed strong client-facing communication skills, frequently navigating language barriers.
- Demonstrated exceptional multitasking, organization, and teamwork capabilities during peak operational hours.

EDUCATION

MBA (MARKETING)

2024

University of Nicosia

- Summa Cum Laude | 3.7 CPA
- Dean's List Achievement
- Thesis: The Influence of Sustainable Marketing on Gen Z Consumer Behaviour in the Digital Age (Grade: 91%)

BACHELOR OF COMMERCE

2022

University of the Witwatersrand

- Double Major: Economics and Marketing
- Dean's List Achievement
- Golden Key International Honour Society Qualifier (Top 15% of graduates)

MATRICULATION (ADVANCED SUBSIDIARY LEVEL)

2019

British International College

- Highest mark for Cambridge IGSCCE Level Sociology in South Africa (2017)

CERTIFICATIONS & VOLUNTEERISM

Google Ads Certified

Meta Blueprint Certified

Over 100 Hours Community Service

- Accumulated 100+ hours of community service (2016-2019) across various NGOs, including teacher development, children's homes, and animal welfare centers.
- Winner of South African Council for English Education Original Writing Competition.
- South African Maths Olympiad participant.
- Gauteng District Hockey player.