

# ROOCRUIT

Johannesburg, Gauteng

## Fiddich

### Digital Marketing and CRM Specialist

#### PROFESSIONAL SUMMARY

A Digital Marketing professional with extensive experience across Education, Fintech, Martech, and HRD industries. Skilled in CRM management, automation, and data-driven campaign execution to drive lead generation and customer engagement. I specialise in aligning marketing strategies with business goals to deliver measurable impact through collaboration and innovation.

#### KEY SKILLS

- Digital Strategy Development
- CRM Implementation & Optimization
- Marketing Automation Workflows
- Lead Data Management
- Multi-channel Campaign Building
- Audience Segmentation
- Performance Metrics & Reporting
- A/B Testing & Data Compliance
- Paid Lead Generation
- On-page & Off-page SEO
- Copywriting & Content Creation
- Stakeholder Relationship Management

## TECHNICAL PROFICIENCIES

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LeadSquared   HubSpot   Pipedrive   Braze   Engagebay   Mailchimp   Everlytic   HootSuite   WordPress   Meltwater  
Semrush   Mention   META Business Suite   LinkedIn Campaign Manager   Google Analytics   Google Trends   Agency Analytics

## PROFESSIONAL EXPERIENCE

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### Marketing CRM Specialist

**Apr 2025 - Dec 2025**

*South African Professional Services Firm*

- Developed digital marketing strategies and building customer journey workflows.
- Automated sales and marketing processes and managed lead data.
- Built email, WhatsApp, and SMS campaigns with precise audience segmentation.
- Maintained CRM data hygiene and integrated marketing tools and platforms.
- Ran A/B tests and ensured data compliance across all channels.
- Built dashboards for data interpretation and implemented paid campaigns.

### Digital Marketing Specialist

**Mar 2024 - Mar 2025**

*Innovative Fintech Startup*

- Implemented and optimized CRM systems and automated email campaigns and workflows.
- Planned and managed paid lead generation campaigns.
- Assisted sales teams with deal pipelines and automation.
- Tracked and reported on complex metrics and analytics.
- Developed case studies to showcase product successes and created social media content.
- Provided digital support for events through multi-channel campaigns.

### Digital Marketing Coordinator

**Feb 2022 - April 2023**

### *Leading Higher Education Provider*

- Maintained and optimized CRM systems for major academic brands.
- Segmented customer data for targeted marketing and hyper-personalisation.
- Built lead forms, landing pages, and multi-channel communication campaigns.
- Performed QA checks on links, images, and segmentation.
- Troubleshoot sales and marketing customer journey issues.
- Provided CRM training to sales, call centre, and retention teams.

### **Digital Marketing Coordinator**

**Jan 2020 - Feb 2021**

#### *B2B Marketing Agency*

- Developed website strategies to grow acquisitions and customer education.
- Enhanced on-page and off-page SEO and managed relationships with online publishers.
- Developed Social Media and PR content for a variety of clients.
- Created promotional and educational video content and marketing collaterals.
- Coordinated B2B events and tracked social media ad spend metrics.

## **EDUCATION**

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### **Postgraduate Diploma In Media Management**

2021

Rhodes University

### **Bachelor of Arts in Digital Advertising**

2017 - 2020

Rhodes University

## **CERTIFICATIONS**

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- Braze Certified Practitioner (In Progress)
- Agency Specialist: Corporate Communications

- SEO Principles - Semrush
  - Email Marketing - HubSpot Academy
  - Social Media Marketing Specialist - HubSpot Academy
  - Fundamentals of Digital Marketing - Google
- Media Relations - Meltwater Academy
  - Public Relations Agency Course
  - Fundamentals of Social Media - Muck Ruck Academy
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