

RooCruit

LIHLE

Performance Marketing Manager

South Africa

PROFESSIONAL SUMMARY

Senior campaign and communications leader with over 8 years' experience designing, coordinating, and delivering large-scale, multi-stakeholder brand and narrative-driven campaigns across Africa and global markets. Proven ability to translate ambitious visions into cohesive campaign architectures spanning brand, storytelling, partnerships, influencers, PR support, and digital activation. Highly comfortable integrating emerging technologies, analytics, and AI-enabled tools to strengthen campaign planning, reach, and narrative impact within complex organisational environments.

KEY SKILLS

- Integrated Campaign Strategy
- Full-Funnel Performance Marketing
- Influencer & Media Partnerships
- Stakeholder Management
- AI-Enabled Tool Integration
- Data Analytics & Multi-Market Reporting
- Cross-Functional Team Leadership
- Brand Narrative & Storytelling

PROFESSIONAL EXPERIENCE

Performance Marketing Manager**Oct 2025 - Present***Leading US-Based Consumer Brand (Contract)*

- Lead the design and delivery of integrated, full-funnel campaigns aligned to brand and commercial objectives across multiple markets.
- Translate high-level brand narratives into cohesive campaign strategies spanning paid media, social platforms, influencer partnerships, and owned channels.
- Coordinate internal teams, agencies, and external partners to ensure consistent messaging and quality execution.
- Champion analytics and AI-enabled tools to improve campaign planning, targeting, reporting, and optimization.

Senior Campaign Strategist - Brand, Digital & Partnerships**Jun 2023 - Sep 2025***Tier-1 Digital Marketing Agency (Telecommunications Sector)*

- Led large-scale brand and digital campaigns for a national telecommunications brand across paid media and affiliate platforms.
- Designed strategies integrating brand positioning with performance activation to support long-term business objectives.
- Led campaign learning initiatives, including brand lift studies and attribution frameworks, to inform strategic decisions.
- Supported innovation initiatives including peer-to-peer digital payment campaigns and e-commerce platform launches.

Senior Paid Media & Campaign Strategist**Mar 2022 - May 2023***Global Media & Advertising Agency (FMCG Sector)*

- Developed social and digital campaign strategies to increase brand visibility and relevance across multiple African markets for a global beverage leader.
- Supported influencer marketing frameworks and storytelling roadmaps aligned to brand narratives.
- Led structured testing and experimentation programmes to strengthen content effectiveness and audience targeting.

- Championed automation and digital workflow improvements through customized campaign management tools.

Paid Campaign Manager**Jul 2021 - Feb 2022***Prominent Integrated Advertising Agency*

- Managed integrated paid media campaigns for high-profile clients in the financial services, automotive, and public sectors.
- Ensured strategic alignment, efficiency, and measurable outcomes through collaborative execution with creative and media teams.

Senior Social Media Specialist / Social Media Specialist**Jun 2020 - Jun 2021***International Digital Agency & Major Retail Group*

- Managed digital and social campaigns for multinational FMCG brands and home retail companies.
- Developed platform-specific content strategies and monitored engagement metrics to optimize performance.
- Collaborated with influencers and creators to amplify campaign narratives and extend reach.

Junior Campaign Manager (PR, Comms & Digital)**Apr 2019 - May 2020***Specialized E-commerce Platform*

- Coordinated campaign delivery across PR, communications, and digital teams.
- Managed timelines, deliverables, and performance tracking to ensure on-time execution.

GOVERNANCE & LEADERSHIP

Head of Social Media / Digital Marketing**Current***International Youth Association*

Leading digital strategy and campaign delivery across youth development programmes and global events to improve reach and participation.

Secretary of the Board / Subcommittee Member

Mar 2025 - Present

Non-Profit Wellness & Healthcare Organizations

EDUCATION & CERTIFICATIONS

Executive Leadership Programme | 2025

University of Cape Town (UCT) | Business Development Management | 2023

McKinsey & Company | Forward Program | 2022

Monash University | Marketing Management | 2017

Honoris 21st Century | Soft Skills Certificate | 2024

CV reformatted by RooCruit – Connecting international companies with top-tier South African talent.