

Adrian

Marketing-Led Strategy Executive

Sandton, South Africa

ROOCRUIT

PROFESSIONAL SUMMARY

Strategic execution leader with over 20 years of international experience across South Africa, the UK, and EMEA. Expert in scaling companies and leading multi-region teams to deliver go-to-market strategies, growth programs, and performance governance for enterprise and high-growth clients. Proven track record of transforming strategic ambition into operational success through clear roadmaps, measurable OKRs, and data-driven decision rhythms that drive revenue and ROI.

KEY SKILLS

- Corporate & GTM Strategy
- Growth Strategy & Revenue Quality
- Performance Marketing (SEO/SEM/Paid)
- Capital Allocation & Pricing Strategy
- Operating Model & Org Design
- CRM Automation & Lead Nurturing
- Digital Transformation Leadership
- Data, Attribution & Experimentation
- Stakeholder & C-Suite Management
- UX/UI & Information Architecture
- International Team Leadership
- Tech Stack: GA4, HubSpot, Meta, Google Ads

PROFESSIONAL EXPERIENCE

Marketing Manager

01/2025 – 12/2025

Leading Property Development Firm

- Reconstructed an analogue marketing function into a modern performance-driven digital growth system.
- Executed a comprehensive WordPress website rebuild, enhancing UX, speed, and conversion paths integrated with GA4/GSC.
- Engineered an SEO program and content roadmap to enhance discoverability and inbound lead flow.
- Oversaw acquisition strategies across Google, Meta, and LinkedIn, implementing lead qualification journeys in CRM to elevate sales conversion.

Co-Founder & Chief Strategy Officer / Digital Managing Director

01/2014 – 12/2024

International Strategic Marketing & Digital Agency

- Formulated corporate strategy and GTM positioning for an EMEA agency; spearheaded commercial growth and partnerships across B2B/B2C sectors.
- Administered annual paid media budgets between €15M–€75M+, optimizing ROI/CPA outcomes for a multi-client portfolio.
- Co-managed an operating budget of up to €30M, enhancing margins through resource management and vendor optimization.
- Led multi-regional teams of over 60 staff across strategy, creative, performance, and operations.
- Executed over 200 integrated campaigns for global blue-chip brands (Automotive, Finance, Tech), boosting average client visibility by 40%.

Digital Department Manager / Project Manager (DOOH)

01/2010 – 12/2014

Leading South African Media & Broadcasting Group

- Directed a department of 15 delivering Digital Out-of-Home (DOOH) campaigns; enhanced turnaround time by 25% through improved workflows.
- Optimized execution quality and reporting frequency through precise briefs and performance evaluations with key stakeholders.

Creative Director - On-Air Promotions

01/2004 – 12/2010

National Public Broadcaster

- Drove on-air brand and communication strategy, leading a team of 10 producers and designers.
- Delivered campaigns that successfully increased audience engagement by 30%.

01/1999 – 12/2003

Production Director

Leading Television Production & Media House

- Supervised live broadcast and post-production operations for national TV programs.
- Coordinated studio crews and integrated sponsor requirements into live productions.

EDUCATION

Bachelor of Business Management

University of South Africa (UNISA)

Diploma in Marketing

Allenby Campus

CERTIFICATIONS

AI-powered Professional Certification - Remote Recruitment Training (2025)

Google Analytics 4 (GA4) Certification - Google

Inbound Marketing Certification - HubSpot

Meta Blueprint Ads Manager - Meta

SEO Toolkit Certification - SEMrush

LANGUAGES

English (Native/Professional)