

JESSIE

RooCruit

Digital Marketing Specialist | Account Manager | Media Buyer

Johannesburg, South Africa

PROFESSIONAL SUMMARY

Passionate and performance-driven Digital Marketing Specialist with a strong foundation in account management, media buying, and cross-functional collaboration. Known for a strategic mindset and exceptional time management, I thrive in dynamic environments where adaptability and problem-solving are key. I excel at translating complex data into compelling marketing strategies, consistently delivering impactful and measurable results through a creative lens.

KEY SKILLS

- Paid Media Campaigns (Meta, Google, TikTok)
- Strategic Planning & Execution
- Media Buying & Optimization
- E-commerce Strategy
- Data Analysis & Reporting
- A/B Testing & ROAS Maximization
- Content Strategy & Alignment
- Account Management & Client Liaison

PROFESSIONAL EXPERIENCE

MAY 2025 - PRESENT

Account Manager & Media Buyer**Leading Digital Marketing Agency**

- Serve as primary contact for clients, ensuring transparency and alignment on campaign performance and business goals.
- Lead development and execution of paid media strategies across platforms with a focus on maximizing ROAS.
- Manage and optimize ad accounts using performance data to implement real-time strategy pivots.
- Conduct in-depth A/B testing of creatives, targeting, and bidding strategies to uncover winning formulas.
- Bridge the gap between clients and creative teams to ensure ad assets meet performance benchmarks and brand objectives.

Digital Marketing Manager (Part-time)

NOV 2024 - MAY 2025

Creative Media & Brand Consultancy

- Led creation and implementation of a comprehensive Facebook brand strategy to elevate awareness and engagement.
- Directed content planning to ensure brand voice consistency across all digital touchpoints.
- Fostered brand loyalty through community interaction, conversation monitoring, and engagement curation.
- Tracked brand health metrics to assess impact and provide strategic insights for content direction.

Paid Social Specialist

DEC 2023 - JAN 2025

International Premium E-commerce & Beauty Portfolio

- Developed Facebook marketing strategies focused on lead generation, sales, and brand positioning.
- Managed high-stakes budgets with a focus on maximizing ROI across diverse international accounts.
- Monitored KPIs using platform insights and third-party tools to assess effectiveness and pivot strategies.
- Blended creative vision with data-driven insights to develop high-impact campaign concepts.

Paid Media Specialist

SEP 2023 - NOV 2023

Performance Marketing Agency

- Created and optimized paid advertising campaigns across multiple platforms to drive audience engagement.
- Implemented tracking mechanisms to monitor conversions and measure ROI effectively.
- Generated regular performance reports to communicate key metrics to stakeholders.
- Aligned content strategy with client branding and messaging guidelines.

Digital Marketing Specialist

JUN 2020 - JUL 2023

International Retail & Lifestyle Brands Distributor

- Solely responsible for the end-to-end marketing management of two well-known international fashion brands.
- Managed social media pages, marketing campaigns, and e-commerce websites.
- Set up comprehensive tracking systems including Meta Pixel and Google Tag Manager.
- Executed content calendars and crafted visuals to maintain a consistent brand presence.

Junior Digital Account Manager

JAN 2019 - SEP 2019

Full-Service Digital Agency

- Primary point of contact understanding client objectives and managing account health.
- Educated clients on industry trends and emerging technologies.
- Ensured all deliverables met strict quality standards and aligned with client expectations.

EDUCATION

Professional Certificate: Digital Marketing (Cum Laude)

Red & Yellow School of Advertising | 2022

BA Honours in Media Studies (Cum Laude)

University of the Witwatersrand | 2019

Bachelor of Arts in Media Studies & International Relations

University of the Witwatersrand | 2018

CERTIFICATIONS

- Complete Digital Marketing Course - Udemy (2022)
- Fundamentals of Digital Marketing - Google Digital Garage (2020)

ACHIEVEMENTS

- Golden Key Honour Society Member
- University First Class Certificates: Media Studies, International Relations, Politics, and Foreign Policy Analysis
- Wits Ladies 1st Team Hockey Player
- Provincial Hockey Representative (Southern Gauteng U18)