

# RUWEN

## Digital Marketing Professional | Performance Marketer

Johannesburg, South Africa

RooCruit

### PROFESSIONAL SUMMARY

*Experienced Digital Marketing Professional with over 8 years of expertise working across both client and agency environments. Proven track record in driving customer acquisition, engagement, and retention for diverse brands. Specialized in multi-channel campaign execution, performance marketing, and end-to-end strategic planning.*

### KEY SKILLS

- Strategic Planning (Advanced)
- Keyword Optimization (Advanced)
- SEM Trend Knowledge (Advanced)
- Online Marketing (Advanced)
- Marketing Strategies (Advanced)
- Web Analytics & Data (Advanced)
- Email Marketing & CRM (Upper Intermediate)
- SEO Proficiency (Upper Intermediate)
- App Store Optimisation (ASO)
- Performance Media Scaling

### PROFESSIONAL EXPERIENCE

#### Marketing Manager

*Leading Grocery Marketplace & E-commerce App*

**June 2024 - June 2025**

- Led end-to-end marketing driving customer acquisition, engagement, and retention for a major mobile marketplace.
- Owned lifecycle marketing and customer journey mapping (onboarding, retention, reactivation) using advanced tools like CleverTap.
- Executed multi-channel engagement strategies across Push, In-App, Email, WhatsApp, and SMS to improve LTV.
- Managed App Store Optimisation (ASO) to drive organic growth and improve store conversion rates.
- Optimised paid media across Meta, Google, and performance channels; analyzed CAC and ROAS to scale acquisition.
- Collaborated cross-functionally with product and tech teams to align marketing with in-app user experience.

### **Senior Digital Media Lead**

**June 2022 – June 2024**

*International Media & Entertainment Group*

- Managed holistic digital paid media strategies and campaigns for major broadcast brands across Africa.
- Monitored and analyzed key media buy metrics (CPL, CPM, CPC) to ensure campaign performance integrity.
- Oversaw digital media agencies regarding post-buy audits, optimization efforts, and day-to-day implementation of Search, Display, and Paid Social.
- Integrated marketing technologies including Appsflyer, DMP, and CRM platforms with buying networks.
- Managed complex budgets and timelines, delivering cost-effective media plans across multiple African regions.

### **Senior Paid Media Manager**

**January 2021 - June 2022**

*Specialist E-commerce & Automotive Marketing Agency*

- Led a Paid Media team of 5 specialists, responsible for career planning, team performance, and strategic leadership.
- Developed full-funnel strategies including Social Media, Email Marketing, and SEO for high-tier automotive and financial clients.
- Managed e-commerce and CRM strategies using platforms such as Klaviyo and Everlytic.
- Accountable for a diverse portfolio, handling publisher negotiations and daily budget management to achieve KPIs.

**Digital Campaign Manager (E-commerce Specialist)****January 2019 - December 2020***Performance Media & Data Analytics Agency*

- Created and optimized digital campaigns across Google Analytics, AdWords, DoubleClick, Facebook, and Twitter.
- Managed major e-commerce accounts for large-scale retail and electronics brands.
- Performed A/B and multivariate testing to drive optimal performance and identify trends in campaign data.
- Set up complex tracking tags and email marketing flows to enhance conversion funnels.

**Trade Marketing Analyst****January 2018 – December 2018***FMCG & Consumer Goods Company*

- Drove brand growth across retail accounts by developing strong relationships with demand planners and buyers.
- Generated sales forecasts and promotional effectiveness reports using Qlikview and retail supplier portals.
- Developed Excel-based models to transform raw sales data into actionable business insights.
- Coordinated with the Marketing Director to implement in-store promotional strategies and sales force management.

**Business Owner / Ecommerce Marketing Manager****January 2015 - December 2017***Independent E-commerce Retailer*

- Founded and managed all operations for an online retail store.
- Implemented all paid media campaigns (PPC, Facebook/Instagram Ads) which served as the primary revenue drivers.
- Managed product sourcing, contract negotiations, supplier relationships, and logistics.
- Executed brand building via influencer marketing and managed both On-Page and Off-Page SEO.

**EDUCATION****BCom Honours: Marketing & Supply Chain Management**

University of KwaZulu-Natal (Distinction and Certificate of Merit)

## **BCom Marketing**

University of KwaZulu-Natal

## **Digital Marketing Diploma**

Shaw Academy

## **CERTIFICATIONS**

Google Analytics, DV360, Meta Blueprint, Google Ads, SA360, LinkedIn Ads, Appsflyer, CleverTap, and various SEO/Digital Marketing certifications.

## **LANGUAGES**

English (Fluent)

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