

RooCruit

Stellenbosch, South Africa

JESSE

Marketing Professional

PROFESSIONAL SUMMARY

Strategic Marketing professional with a Postgraduate Diploma in Marketing and extensive experience in digital campaigns, website development, and brand strategy. As the founder of a marketing systems consultancy, I specialize in automation, web design, and paid advertising to drive measurable growth. Proven ability to design and execute multi-channel campaigns that enhance client engagement and deliver data-driven results for organizations ranging from academic institutions to SMEs.

KEY SKILLS

- Digital Marketing & SEO

- Website Design & Wireframing

- AI Agent Building

- CRM Management & Automations

- GoHighLevel & Make.com

- Content Strategy & Campaigns

PROFESSIONAL EXPERIENCE

Founder

Jan 2025 – Present

Marketing Systems Agency

- Established a marketing systems agency helping SMEs optimize lead generation and client retention.
- Designed websites and automated funnels, improving inbound lead capture and conversion rates.
- Implemented CRM, SMS, and email automation systems, increasing client engagement efficiency.
- Executed Facebook & Instagram ad campaigns, achieving measurable ROI for clients in the Real Estate and iPaaS sectors.

Marketing Intern / Digital Projects

Sept 2024 – Jan 2026

Leading South African University (Experiential Learning Division)

- Designed the website wireframe and developed an asset folder system for efficient content management.
- Supported campaigns raising student awareness of experiential learning, significantly increasing engagement.
- Coordinated events and student-driven campaigns, including prize activations and survey-based engagement.
- Managed content calendar planning to improve reach and participation across digital platforms.

Marketing Coordinator

Jan 2024 – Jan 2025

Industrial Technology Solutions Company

- Led creation of a new corporate logo and website, modernizing brand identity and boosting online presence.
- Strengthened relationships with key clients through CRM strategies, high-level meetings, and professional presentations.

- Coordinated product and service launch events, boosting client engagement and retention.
- Supported multi-channel marketing strategies combining digital and traditional channels to drive growth.

KEY ACHIEVEMENTS

- **Website Development:** Delivered full wireframe and content system for an academic experiential learning website, streamlining future campaign execution.
- **Brand Modernization:** Successfully refreshed the brand identity for a technology firm, resulting in enhanced digital presence and improved client perception.
- **Entrepreneurial Growth:** Successfully launched a marketing consultancy, onboarding international clients within the first quarter of operations.

EDUCATION

Postgraduate Diploma in Marketing

Stellenbosch University | Mar 2024

Bachelor of Education

Stellenbosch University | Nov 2022

Diploma in Digital Marketing & SEO

Upskillist | Feb 2025

CERTIFICATIONS & LEADERSHIP

- Agile Project Management – Upskillist (May 2025)
- Sport Sponsorship and Brand Partnership – SCI (Sep 2025)
- World Rugby Coaching Level 1 & 2
- Sports Leadership: Lineout Coach (University Rugby), Ex-Executive Board Member (Regional Rugby Club)