RooCruit

ANELE

Marketing Operations & Digital Strategy Specialist

Cape Town, South Africa | Remote Specialist

PROFESSIONAL SUMMARY

Analytical Marketing Operations Specialist with a proven track record of driving operational efficiency through data-driven insights and structured process documentation. Expert in managing complex marketing funnels, stakeholder coordination, and performance tracking across global distribute teams. Specialized in translating high-level digital strategy into actionable execution, ensuring consistent ROI and streamlined cross-functional collaboration.

KEY SKILLS

- Google Analytics & Web Insights
- Campaign Performance Dashboards
- Funnel & User Journey Analysis
- Marketing Operations & Automation
- Process Creation & Documentation
- Stakeholder Coordination

- Strategic Planning & KPI Tracking
- Risk Assessment & Mitigation
- Email Reporting & Segmentation
- Technical Marketing Documentation
- Structured Problem Solving
- Remote Team Collaboration

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Specialist   **2023 – Current**

International Digital Marketing & Brand Management Agency

Analytics Ownership & Insight Generation

- Accomplished centralized marketing performance visibility across email, web, social, Amazon Ads, and Hotjar, leading to improved executive decision-making.
- Generated actionable performance insights by analyzing user behavior and channel performance trends to drive campaign optimization.

Process Creation & Documentation

- Improved operational efficiency by developing internal marketing documentation, structured handover materials, and repeatable workflows.
- Ensured consistency in campaign execution by documenting internal best practices and standard operating procedures (SOPs).

Cross-Functional Coordination

- Aligned execution across sales, customer support, and operational functions through effective cross-team collaboration.
- Reduced execution friction by acting as a central point of reference for marketing performance and stakeholder insights.

Social Impact Analyst   **2023 - 2023**

Specialized Investment & Private Equity Firm

- Compiled inception reports, progress updates, and site inspection findings to provide leadership with structured project visibility.
- Analyzed risks and performance indicators to support data-driven project decisions and proactive interventions.

- Supported operational governance through structured planning, monitoring, and risk assessment to ensure milestone completion.

Social & Political Capital Analyst 2022 - 2023

Regional Biotechnology Non-Profit Organization

Programme Coordination & Analytics

- Managed engagement data from digital campaigns, events, and live-streamed sessions to inform strategic planning.
- Coordinated international stakeholders, speakers, and facilitators for multi-session biotech initiatives.
- Created social media strategies for live-streaming major industry conventions, managing logistics and travel for delegates and speakers.

Strategic Support

- Identified dependencies and addressed logistical risks early to ensure on-time delivery of regional programs.
- Translated campaign data into actionable recommendations to improve participation and stakeholder satisfaction.

EDUCATION

Bachelor of Science in Bioethics and Medical Law

University of the Witwatersrand, 2022

Bachelor of Social Sciences in Politics, Philosophy, and Sociology

University of Cape Town, 2020

High School Diploma

The Wykeham Collegiate, 2017

KEY PROJECTS HIGHLIGHTS

- **Bio Africa Convention:** Implemented social media strategy and complex paid advertising campaigns while managing logistics for international delegates.

- **Dialogue with African Biotech Leaders:** Organized sessions and maintained communication across international partners to ensure aligned delivery.

- **Bioinnovator Business Basic:** Managed program structure and timelines for repeatable, consistent session execution.