

# ROOCRUIT

Cape Town, South Africa (Remote)

## CHARL

### Marketing Technology Leader & Strategic Director

#### PROFESSIONAL SUMMARY

A tech-driven and strategic marketing leader with over a decade of experience building and leading high-performing teams to drive business growth. With a background as a Co-founder and Head of Technology, he possesses deep expertise in developing data-driven infrastructures and leading P&L management for budgets up to \$750,000. He excels at translating complex data into actionable strategies that increase ROI, enhance client retention, and drive sustainable revenue through innovation in AI and automation.

#### KEY SKILLS

- **Strategic Leadership:** Digital Strategy, GTM Strategy, P&L & Budget Management
- **Marketing Technology:** MarTech Stacks, AdTech, Digital Transformation
- **Business Intelligence:** Data Science, ROI Analysis, Performance Analytics
- **Performance Marketing:** Search, Social, Lead Gen, Scaling Ad Solutions

- **Operational Excellence:** Team Development, Automation, Innovation Management

- **Client Management:** Stakeholder Communication, Agency & Vendor Management

## PROFESSIONAL EXPERIENCE

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### Head of Technology (Co-founder)

2024 – Present

#### *Global Performance Media Agency*

- Leads the overarching technology and data strategy defining the company's performance-driven approach for global brands.
- Responsible for scaling innovative ad solutions focusing on lead generation, sales increase, and brand awareness.
- Driving the innovation agenda by leveraging AI, automation, and data-driven decision-making to maintain a competitive advantage.

### Head of Business Intelligence

2017 – 2024

#### *Major Performance Marketing Partnership Firm*

- Led a dedicated business intelligence team responsible for translating complex data sets into strategic marketing decisions.
- Defined agency-wide data strategies, KPIs, and measurement methodologies to demonstrate clear ROI to high-tier clients.
- Boosted project efficiency by 20% through targeted team training on Google Marketing Platform and Google Cloud Platform (GCP).
- Regularly presented high-level insights to stakeholders to foster long-term partnerships and transparency.

### Senior Paid Media Specialist

2015 – 2017

### *Major Performance Marketing Partnership Firm*

- Managed full accountability for advertising budgets ranging from \$200,000 to \$750,000.
- Reduced media wastage by 15% and significantly improved ROAS through rigorous optimization.
- Enhanced client retention by 25% through actionable insights and transparent communication strategies.

### **Digital Strategist**

2014 – 2015

#### *Full-Service Digital Advertising Agency*

- Crafted data-driven digital strategies aligned with client business objectives and market trends.
- Collaborated with cross-functional teams to integrate SEO, social media, and content marketing into unified strategies.

### **Account Manager**

2013 – 2014

#### *International Digital Marketing Agency*

- Spearheaded client relationships and provided strategic campaign guidance across technical and creative departments.
- Ensured total alignment between client growth objectives and internal deliverables.

### **Account Manager**

2012 – 2013

#### *Leading Online Travel & E-commerce Platform*

- Managed efficient budget allocation for paid search, consistently hitting KPIs and resource utilization targets.
- Aligned digital strategies with internal market heads and conducted regular performance reviews.

### **Account Manager**

2012 – 2012

### *Specialized Digital Strategy & Growth Firm*

- Achieved a 30% boost in web traffic and a 25% increase in lead generation through holistic marketing integration.
- Managed integrated campaigns across SEO, SEM, social media, and email marketing.

### **Content Manager**

2011 – 2012

### *Specialist Media Publication*

- Oversee digital presence and managed online content strategy to drive audience growth.