

# Akhil

**ROOCRUIT**

## MARKETING PROFESSIONAL

Johannesburg, South Africa

## PROFESSIONAL SUMMARY

*A results-oriented marketing specialist with extensive experience in growing businesses through diverse digital and traditional marketing channels. Skilled in developing comprehensive marketing strategies that encompass paid media, lead generation, and brand management to drive ROI. I bring a combination of technical proficiency in digital platforms and strategic oversight to deliver high-impact results for international and local clients.*

## KEY SKILLS

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|----------------------|------------------------|---------------------|
| Marketing Management | Paid Media Strategy    | Lead Generation     |
| Meta & LinkedIn Ads  | Google & Microsoft Ads | Brand Management    |
| Email Marketing      | E-Commerce Strategy    | Funnel Optimization |
| Website Design       | Copywriting            | Campaign Management |

## PROFESSIONAL EXPERIENCE

**International Digital Media Group**

**January 2025 – February 2026**

### *Paid Media Analyst*

Focused on maintaining and growing digital marketing channels through Paid Media Advertising for major global accounts across the W.EMEA region. Managed paid media objectives including Awareness, Consideration, and Conversion campaigns via Google Ads, Microsoft Ads, Meta Ads, and LinkedIn Ads.

### **Leading South African Financial Services & Insurance Provider**

**August 2024 – September 2024**

#### *Paid Social Campaign Manager*

Managed the overall Paid Social Media channel for multiple award-winning insurance brands. Primary focus was on lead generation to acquire quality contacts for the sales funnel and converting them into policyholders.

### **Leading South African Financial Services & Insurance Provider**

**March 2024 – July 2024**

#### *Social Media Manager*

Led the internal social media function with a strategic focus on bringing agency services in-house to optimize costs. Delivered social media planning, strategy, and implementation reports to Senior Management and the Management Committee.

### **Private Higher Education Institution**

**October 2021 – February 2024**

#### *Paid Media Specialist*

Promoted higher education qualifications to the South African and African markets. Executed lead generation and traffic strategies across Facebook, Instagram, LinkedIn, and Twitter to grow the student database and drive applications for 12 physical campuses and online platforms.

### **Full-Service Media Agency**

**June 2021 – September 2021**

#### *Social Media Campaign Manager*

Built and managed paid media campaigns for local and international blue-chip clients. Ensured campaign delivery met specific KPIs for a diverse portfolio of brands including automotive, manufacturing, and retail giants.

## **Digital Growth & Marketing Consultancy**

**July 2018 – Present**

### *Head of Marketing*

Directed company strategy to provide clients with growth through emerging digital platforms (TikTok, Meta, and LinkedIn). Developed high-converting landing pages and marketing funnels to provide a competitive advantage in the retail and health sectors.

## **Luxury Retail & Jewellery Group**

**June 2017 – March 2020**

### *Marketing Manager*

Managed marketing for a group of companies, focusing on SMS, email, and social media activations. Successfully marketed international reputable watch and jewelry brands, enhancing brand reputation through E-commerce and Google My Business management.

## **Multi-Sector Investment Firm**

**January 2016 – May 2017**

### *Group Marketing Assistant*

Supported a diverse portfolio including investment, travel, hospitality, and industrial brands. Executed multi-channel campaigns involving outdoor banners, billboards, and high-level event coordination for government organizations.

## **EDUCATION**

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### **IMM Diploma in Marketing Management**

IMM Graduate School of Marketing (2010)

## **National Certificate in Advertising & Advanced Digital Marketing**

Digital School of Marketing (2020)

### **CERTIFICATIONS**

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- Google Ads Search Certification (Skillshop, 2025)
- Google Ads Essential Training (LinkedIn Learning, 2021)
- Campaign Performance with Ads Manager (Facebook Blueprint)
- Ad Policies for Content & Creative (Facebook Blueprint)
- Social Media Marketing Certification (In-progress, HubSpot Academy)

### **LANGUAGES**

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English (Professional Proficiency)