

ELSA

Marketing Strategist & Paid Media Specialist

Cape Town, South Africa

RooCruit

PROFESSIONAL SUMMARY

A highly experienced marketing professional and strategist with a career spanning over 20 years across design, web development, and digital marketing. I specialize in the intersection of marketing strategy and paid media execution, focusing on delivering measurable business goals rather than just metrics. My background includes 10 years in agency leadership and director roles, blending creative talent with a rigorous focus on operational structure, financial management, and client results.

KEY SKILLS

- Paid Media Strategy & Planning
- Meta & Google Ads Management
- Tracking Setup & Server-Side Tracking
- Account & Project Management
- Search Engine Optimisation (SEO)
- Graphic & Web Design (HTML/CSS)
- Studio & Traffic Management
- Financial Management & Billing

PROFESSIONAL EXPERIENCE

Founder & Paid Media Strategist**2018 – Present***Independent Digital Marketing Consultancy*

- Specializing in paid media campaigns planned with clear business goals, proper tracking, and continuous optimization.
- Manage the full lifecycle of paid media execution across Meta and Google Ads platforms.
- Act as the strategic lead between marketing goals and technical execution, including advanced technical tracking setups.
- Focus on high-performance campaigns that deliver ROI beyond simple clicks and impressions.

Director & Shareholder**2007 – 2018***Brand & Communications Agency*

- Promoted from sole designer to Director and Shareholder, overseeing studio operations and agency growth.
- Managed the end-to-end client journey: briefing, quoting, studio management, and final delivery.
- Established agency structure, implementing Studio/Traffic Management to ensure deadline adherence and billing accuracy.
- Led Digital Marketing divisions including SEO strategy, social media management, and email branding implementations.
- Handled agency financials including client billing, statements, and payment follow-ups.
- Utilized technical background to code electronic newsletters and internal communications for high-profile clients.

Lead Creative Specialist**2005 – 2007***International Network Marketing Company*

- Acted as the primary creative lead, supporting software developers with all design elements for internal systems.
- Managed bulk mail systems to compose and deploy communications, newsletters, and event invitations.

- Coordinated nationwide roadshows and annual conferences, managing logistics, on-site technical presentations, and marketing collateral.
- Responsible for production management including guests' assets, venue logistics, and multimedia duplications.

Web Developer & Media Coordinator

2003 – 2005

Property Investment & Management Firm

- Modernized company communication by migrating from Word merges to professional HTML newsletters.
- Developed and maintained multiple websites and blogs to host articles and streamline course bookings.
- Managed subscriber databases and handled all technical coding for digital outreach.

EDUCATION

Professional Multimedia Diploma

Relevant coursework included HTML coding, graphic design, and digital media production.