

LANDI

Chief Marketing Officer | Digital Marketing Manager

South Africa | English & Afrikaans (Proficient)

RooCruit

PROFESSIONAL SUMMARY

Strategic and analytical digital marketing professional with a proven track record of managing multi-channel brand personas and high-growth digital strategies. Expert in synthesizing complex data insights into actionable marketing solutions, with deep technical proficiency in SEO, web analytics, and paid advertising. Passionate about exploring brand representation through aesthetically pleasing visualizations and data-driven platform optimizations.

KEY SKILLS

Brand Management

- Brand Equity & Identity Strategy
- Corporate Branding & Growth
- Positioning & Marketing Communication
- Digital Copywriting & Content Strategy

Digital Technical Expertise

- SEO/SERP & Web Analytics
- Paid Advertising & Lead Generation
- WordPress & E-commerce Optimization
- Social Media Marketing & PR

PROFESSIONAL EXPERIENCE

CHIEF MARKETING OFFICER

Dec 2022 – Present

Niche Consulting & Executive Services Firm (Freelance)

- Formulated and executed comprehensive marketing strategies for high-level stakeholders.
- Analyzed E-commerce trends and online sales metrics to drive revenue growth.
- Optimized Google advertising campaigns and managed SEO/SERP performance.
- Provided strategic guidance to the marketing team on statistics and website analytics.
- Directed multifaceted email marketing campaigns and performance reporting.

DIGITAL MARKETING MANAGER & ADMINISTRATOR

May 2021 – Jan 2023

Specialized Automotive Distribution Group (KTM/Husqvarna)

- Managed brand representation and contact across all digital touchpoints.
- Designed creative content for advertising campaigns and daily social media engagement.
- Executed lead generation strategies through paid advertising and social media channels.
- Oversaw administrative duties including customer databases, inventory management, and invoicing.
- Conducted performance analysis of all paid digital assets.

DIGITAL MARKETING & PUBLIC RELATIONS

Sept 2019 – Jan 2022

Events, Music, and Media Production Company

- Managed online representation and established social traffic reports for artist brands.
- Handled music submission, distribution, and digital music platform management.
- Developed artist press kits and managed Google knowledge panels and platform verifications.
- Orchestrated database marketing, newsletters, and display advertising.
- Applied high-level analytical abilities to ensure accurate brand representation.

BUSINESS FINANCIAL ADVISOR (RE 5)

Sept 2016 – Dec 2018

Leading South African Insurance & Financial Services Provider

- Conducted risk management assessments and provided quotes for personal and business insurance.
- Negotiated underwriting terms while adhering to strict legislative and compliance requirements.
- Managed high-volume client appointments and secured sensitive client information.

DIGITAL MARKETING MANAGER & ADMINISTRATOR

April 2015 – Feb 2016

National Health & Fitness Franchise

- Developed and ran social media marketing campaigns and content design.
- Conducted statistical analysis to identify and target growth audiences.
- Facilitated training for administrative staff across multiple branches.
- Managed financial duties including account invoicing and monthly reporting.

MARKET RESEARCH ANALYSIS INTERN

Feb 2014 – April 2014

Business Development & Research Agency

- Designed surveys and defined target audiences for client research projects.
- Utilized Google Analytics and Search Console for data harvesting.
- Assisted in ad creation and social media campaign drafting.

EDUCATION

Master's Degree in Advanced Digital Marketing

The Digital School of Marketing

Master's Degree in Brand Management

The Digital School of Marketing

CERTIFICATIONS

Meta Blueprint: Define Your Audience

Meta Blueprint: Digital Marketing Landscape

Meta Blueprint: Business Goals to Ad Objectives

Meta Blueprint: Bid Strategies

RE 5: Regulatory Examination (Financial Services)