

RooCruit

Johannesburg, South Africa

KANTU

Account Director - Performance Marketing

Senior performance marketing professional with over 10 years of agency experience leading high-value client relationships across global agency networks. Proven track record of growing accounts commercially and delivering strategic digital outcomes across diverse regions including the UK, USA, SADC, and East Africa. Expert at managing multi-million dollar budgets and leading cross-functional teams to exceed business objectives.

KEY SKILLS

- Senior Client Relationship Ownership
- Account Profitability & Budget Control
- Strategic Media Planning (Integrated Paid Media)
- Team Leadership & Stakeholder Management
- Performance Reporting & Narrative Generation
- In-Platform Execution (PPC/Performance)
- New Business & Organic Growth Strategy
- Remote Operations & Global Delivery

PROFESSIONAL EXPERIENCE

Digital Account Director | Contract

July 2025 - Present

Boutique Digital Consultancy (UK Based) | Remote

- Acts as the senior client contact across global accounts, clarifying priorities and unblocking decisions to keep delivery moving.
- Prioritizes across competing account demands, ensuring deadlines are protected and commitments are met without founder involvement.
- Authors all client-facing updates and strategic recommendations independently, translating performance data into clear commercial narratives.
- Identifies risk early across the account portfolio and corrects course before issues escalate.

Digital Media Coordinator | Contract

Dec 2022 - Jul 2025

International Performance Marketing Agency (USA Based) | Remote

- Managed and optimized paid search activity across 500+ concurrent client accounts, supporting performance delivery across a \$500,000+ monthly media budget.
- Analyzed performance trends across leads, CPL, CPC, and CVR to flag risks and prioritize corrective actions.
- Supported budget pacing and spend control using data-led trends to guide optimization priorities.
- Assessed and pivoted bid strategies (tCPA vs. Manual CPC) to improve underperforming accounts.

Lead Account Manager / Media Strategist | Contract

Mar 2023 - Dec 2024

Major Global Media Network Agency

- Led the full client relationship and digital strategy for a global FMCG beverage leader across SADC and East Africa regions.

- Acted as the primary strategic lead for regional marketing leadership across paid media, content, and brand activation.
- Identified performance issues early, forming clear views on root causes and delivering defined plans of action to senior stakeholders.
- Held internal delivery teams accountable to commitments, resolving capacity conflicts before they impacted the client.

Lead Strategic Digital Media Planner

Oct 2021 - Dec 2022

Leading Global Investment & Media Agency

- Led account management for a portfolio of Tier-1 clients across QSR, Automotive, Financial Services, and FMCG sectors.
- Translated complex performance data into narratives that gave senior stakeholders clarity on risks and ROI.
- Resolved execution issues and timeline conflicts across multiple simultaneous accounts to maintain high client confidence.
- Managed media owner and agency partner deliverables, escalating risks early to protect campaign integrity.

Lead Digital Media Planner / Campaign Manager

Nov 2020 - Sep 2021

Specialist Digital Optimization Agency

- Direct responsibility for planning, implementation, and optimization across diversified sectors including Mining, Tech, and Consumer Electronics.
- Managed budget pacing and spend control, accelerating results where momentum existed.
- Adapted optimization approaches to suit various commercial contexts, from lead generation to brand awareness.

Campaign Manager / Digital Strategist

Aug 2019 - Oct 2020

Independent Media & Strategy Firm

- Managed and optimized Google Ads and paid media for major Telecom and FMCG brands.
- Identified performance gaps and implemented adjustments to maintain account targets during market fluctuations.
- Managed client relationships independently, aligning end-to-end delivery to the initial strategic brief.

Digital Implementation Planner / Campaign Manager

Feb 2018 - Aug 2019

Global Marketing Communications Agency

- Managed campaigns end-to-end for a massive portfolio including global Retail, Insurance, and Toy brands.
- Balanced adherence to global brand guidelines with the need to hit local commercial conversion targets.
- Hands-on in-platform optimization across a diverse range of accounts.

TOOLS & PLATFORMS

Google Ads

Meta Ads

LinkedIn Ads

GA4

GTM

Looker Studio

SEMrush

Amazon Ads

HubSpot

Slack/Notion

EDUCATION & CERTIFICATIONS

BCom Marketing Management | University of Zambia

Practical Project Management | UNISA School of Business Leadership

Diploma in Digital Marketing | Brand School

Certifications: Google Ads Certified (Search, Display, Video, Shopping), Google Analytics Certified, Meta Blueprint Certified, Amazon Ads Certified.