

LAURIN

RooCruit

Operations & Marketing Manager

Cape Town, South Africa

PROFESSIONAL SUMMARY

Highly accomplished Operations and Marketing Professional with over 12 years of experience leading cross-functional teams and driving revenue growth. Expert in strategic account management, social media strategy, and operational streamlining within the digital agency and international tourism sectors. Proven track record of increasing efficiency by 20% and student enrollment by 27% through data-driven marketing and process optimization.

KEY SKILLS

- Strategic Team Leadership & Training
- Multi-Channel Marketing Strategy
- Project & Operations Management
- Strategic Account Management
- B2B Lead Generation (LinkedIn)
- Content & SEO Management
- CRM & Sales Funnel Optimization
- International Stakeholder Engagement

PROFESSIONAL EXPERIENCE

Operations Manager

07/2020 – Present

Leading Digital Marketing & Social Media Agency

- Manage a diverse team of 8 contract workers and 6 freelancers, facilitating resource allocation and performance reviews.
- Oversee all strategic and premium accounts, delivering customized solutions and maintaining proactive client communication.
- Direct website projects from inception to completion, utilizing project management tools to ensure quality assurance and timely delivery.
- Supervise SEO-optimized blog writing and content production for high-profile clients.

- Develop social media campaigns across Facebook, Twitter, Instagram, and LinkedIn to enhance brand visibility.
- Train business development teams on LinkedIn lead generation best practices.

Key Achievements:

- Streamlined operational processes, resulting in a 20% increase in overall efficiency.
- Enhanced client satisfaction scores by 15% through personalized service strategies.
- Spearheaded website projects leading to a 30% increase in client acquisition.
- Boosted blog traffic by 25% and social media engagement by 20%.

Head of Marketing

04/2019 – 03/2020

International Educational Institution (Vietnam)

- Led a multi-cultural team of 10 across admissions, sales, HR, and marketing departments.
- Oversaw the full admissions lifecycle and implemented strategies to attract prospective international families.
- Executed comprehensive digital and traditional marketing plans, including social media and email campaigns.
- Managed event coordination for over 15 school events and handled all institutional press releases and photography.

Key Achievements:

- Increased student enrollment by 27% through targeted marketing and admissions strategies.
- Grew website traffic and social media engagement by 33%.
- Successfully positioned the school as a leading regional educational institution.

Remote Social Media Marketer

07/2017 – 03/2019

Boutique Digital Consultancy

- Developed tailored social media strategies for B2B and B2C clients to drive growth and brand loyalty.

- Produced high-quality visual content using Canva and Adobe Creative Suite.
- Managed community engagement and LinkedIn B2B outreach programs.
- Provided virtual assistance for high-level executives, including project coordination and data reporting.

Sales Manager

01/2016 – 06/2017

Premium African Travel & Luxury Safari Group

- Implemented sales strategies to drive revenue for luxury lodges across Africa.
- Managed key relationships with international travel agents and tour operators.
- Represented the brand at global trade shows and conducted educational training for agents.

Junior Contracting Manager

09/2014 – 12/2015

International Destination Management Company

- Negotiated competitive supplier contracts to expand the company's product portfolio.
- Developed innovative travel packages based on rigorous market analysis.
- Supported international agents with product training and sales tools.

EDUCATION

- **Degree in Marketing** - University of South Africa, Johannesburg
- **Diploma in Events Management** - Intec College, Cape Town
- **National Diploma in Marketing** - Cape Peninsula University of Technology, Cape Town

SYSTEMS & TOOLS

- **CRM:** Salesforce, Trello, Flowlu, Slack, Zoho
- **Social Media:** Hootsuite, Sprout Social, Buffer, Social Pilot, Later, HelloWoofy
- **Marketing:** Mailchimp, Constant Contact, Encharge, Salesblink, WordPress, Wix
- **Professional:** Outlook, Google Workspace, Adobe Creative Suite, Canva

LANGUAGES

- English (Native/Professional)
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