

# JESSE

## Media Buyer & Growth Marketer

Ballito, KwaZulu-Natal, South Africa

**RooCruit**

### PROFESSIONAL SUMMARY

*Results-driven Media Buyer and Growth Marketer with a proven track record of building scalable lead generation systems and running profitable paid media campaigns, particularly within the international home improvement sector. Experienced in managing significant ad spend, building CRM automation from the ground up, and consistently delivering high-intent leads. Adept at navigating fast-paced agency environments, handling everything from funnel strategy and CRO to performance reporting and client account management.*

### KEY SKILLS

- Media Buying (Meta, Google)
- Funnel Building (GoHighLevel, Swipe Pages)
- CRM & Automation (GHL, Zapier, Make)
- Conversion Rate Optimization (CRO)
- Lead Generation Strategy
- B2B/B2C Paid Social Campaigns
- Copywriting & Ad Creative Direction
- Performance Reporting & Analytics
- Client Sales & Account Management

### PROFESSIONAL EXPERIENCE

#### **Paid Marketing Specialist (Advisory Role)**

**Mar 2025 - Present**

### *UK & USA Focused Performance Marketing Consultancy*

- Serve in an advisory and hands-on role for paid marketing strategy, focused on high-volume lead generation.
- Consult on media buying, funnel structure, and ad copy targeting UK and US home improvement businesses.
- Refined offer structures, audience selection, and lead qualification processes to improve CPL and conversion rates across Meta campaigns.

### **Founder & Head of Performance**

**Dec 2024 - Present**

#### *Boutique Lead Generation Agency*

- Scaled UK-based home improvement companies through specialized paid performance marketing.
- Delivered 30-150 high-intent leads per month for clients with ROAS-driven campaign builds.
- Scaled Meta campaigns from £50/day to £150+/day, generating Average Order Values (AOVs) of £20,000+.
- Built comprehensive CRM and automation workflows in GoHighLevel, increasing lead response times by 65%.
- Developed full-stack lead qualification systems, landing pages, and attribution models for data-driven optimization.

### **Appointment Setter (Remote)**

**Aug 2024 - Apr 2025**

#### *Home Improvement & Construction Firm*

- Booked and qualified inbound leads via email, phone, and CRM automation.
- Maintained a 75%+ booking-to-show rate while ensuring optimal calendar management for the sales team.

### **Contracted Sales Advisor (Remote)**

**Jan 2024 - Dec 2024**

#### *UK-based Specialized Lead Gen Agency*

- Closed 10+ new B2B deals per month via strategic inbound and outbound outreach.
- Collaborated with media buyers and account executives to tailor offer positioning.
- Managed the full discovery process, including objection handling and follow-up automation.

## Sales & Marketing Lead

Aug 2022 - May 2023

*Real Estate Development & Eco Estate*

- Successfully sold R15 million in property units via digital campaigns before development broke ground.
- Launched Meta ad campaigns targeting specific affordable housing segments.
- Led in-house strategy, copywriting, and media buying while managing investor relations.

## Sales & Marketing Lead

2020 - 2022

*Agricultural Equipment & Dealership Sales*

- Generated high-value leads through targeted Facebook campaigns and physical activation events.
- Implemented creative targeting strategies that significantly increased click-through rates and brand trust.
- Partnered with major international equipment dealerships (JCB, Massey Ferguson) to broker used equipment sales.

## Real Estate Sales Consultant

2018 - 2019

*Commercial & Residential Property Agency*

- Gained extensive cold calling and deal brokering experience in the property sector.
- Developed foundational skills in relationship management and high-stakes negotiation.

## EDUCATION & CERTIFICATIONS

**Digital Marketing Certificate** | GetSmarter (University of Cape Town)

**Brand Development & Design Studies** | Vega, Inscape, UKZN

**Specialized Training:** Media Buying, Funnel Strategy, GoHighLevel Automation

**Matric Certificate** | Maritzburg College

## **LANGUAGES**

- English (Native/Professional)

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This candidate has been pre-vetted by RooCruit. Full portfolio and professional references are available upon request.