

WILL

Senior Talent Acquisition Specialist | US Digital Marketing Recruitment

PROFESSIONAL SUMMARY

Dynamic Senior Talent Acquisition Specialist with 4+ years of specialized recruitment experience, including extensive expertise in US digital marketing recruitment. Proven track record of sourcing top-tier professionals across SEO, PPC, and content marketing for US-based clients, while reducing time-to-hire by 40%. Expert in leveraging advanced ATS platforms and AI-driven tools to manage high-volume campaigns and achieve 95% client satisfaction through strategic global sourcing.

KEY SKILLS

Recruitment Expertise:

- US Digital Marketing Recruitment
- Global Talent Acquisition
- Technical & Specialist Recruiting
- Executive Search & C-Level Hiring
- High-Volume BPO Recruitment

Strategy & Tools:

- Boolean & X-Ray Search
- AI-Enhanced Candidate Matching
- Employer Branding & Market Mapping
- Data-Driven Recruitment Analytics
- Remote Workforce Solutions

TECHNICAL PROFICIENCY

Manatal HubSpot Recruiterflow Workable LinkedIn Recruiter Claude AI Perplexity AI
 Power BI Google Workspace Asana Tableau

PROFESSIONAL EXPERIENCE

Digital Marketing Recruitment Specialist (US Market)
Premium US-Focused Recruitment Agency

May 2025 – Present

- Spearhead end-to-end recruitment for US-based digital marketing roles including SEO Specialists, PPC Managers, and Analytics Managers.
- Execute targeted sourcing campaigns using LinkedIn Recruiter and Boolean strings to identify passive candidates in the competitive US landscape.
- Conduct comprehensive technical interviews assessing proficiency in Google Ads, Meta Ads, SEMrush, and GA4.
- Manage remote operations across US time zones (EST, CST, MST, PST), maintaining 85% offer acceptance rates.
- Utilize AI tools (Claude, Perplexity) to optimize job descriptions and streamline screening processes.

Senior Talent Acquisition Specialist (Freelance)**January 2025 – Present***International Professional Services Consultancy*

- Lead senior-level and executive recruitment for diverse technology and finance clients.
- Manage full lifecycle recruitment for Software Engineers, Data Analysts, and Senior HR roles.
- Implement data-driven strategies using Power BI dashboards to track KPIs like time-to-fill and cost-per-hire.

Recruitment Specialist & Business Developer**May 2023 – May 2025***Global Talent Solutions Firm*

- Specialized in placing South African talent into international markets (UK, USA, Australia).
- Increased client base by 60% through targeted business development in the tech and renewable energy sectors.
- Reduced time-to-shortlist by 50% by integrating AI-powered candidate matching algorithms.
- Successfully placed 50+ candidates in international roles with a 95% client satisfaction rating.

Talent Acquisition Specialist**January 2023 – July 2023***Specialized Renewable Energy Technical Firm*

- Developed targeted recruitment strategies for high-demand technical roles in solar and electrical engineering.
- Managed the end-to-end process from technical screening to onboarding.

Recruitment Consultant (Healthcare)**June 2021 – May 2023**

Global Healthcare Staffing Agency

- Managed rigorous compliance and credential verification for nursing professionals.
- Coordinated critical staffing solutions for ICU and surgical units with a 95% placement success rate.

Corporate Operations & Travel Consultant

2013 – 2020

International Travel Management Companies

- Managed complex international logistics for corporate clients in the finance and pharmaceutical sectors.
- Developed high-level stakeholder management and cross-cultural communication skills.

KEY ACHIEVEMENTS & IMPACT

- **40% Reduction** in average time-to-hire through AI-driven sourcing and Boolean optimization.
- **200+ Monthly Hires** managed during high-volume BPO campaigns while maintaining 90%+ quality-of-hire.
- **85% Offer Acceptance** rate for competitive US-based digital marketing positions.
- **95% Client Satisfaction** rating across international recruitment placements (UK, USA, Australia).

EDUCATION & CERTIFICATIONS

- **Diploma in Electronics and IT Network Support (MCSC Certified)** - College of Cape Town
- **AI Integration in Recruitment Certification** - Alison (2024)
- **Google Africa Digital Marketing Certification** - Google Africa (2024)
- **Import and Export Management Diploma** - GetSmarter
- **ITIL v4 Foundation & Lean Six Sigma Yellow Belt** - In Progress

ADDITIONAL INFORMATION

Languages: English (Native/Fluent)

Work Authorization: Eligible to work in South Africa, UK, and remote for US/International

clients.

Flexibility: Fully available for US Time Zones (EST/CST/PST).
