

Marketing/Digital Campaign

Skills

Digital marketing, paid advertising, social media, marketing strategy, campaign management, digital planning, interpersonal communication, teamwork, deadline-driven, active problem solver, initiative, analytical thinking, attention to detail, internal and external stakeholder management.

Experience

Digital media planner/marketing campaign coordinator

- WPP Group M
- Book campaigns via Symphony. Stakeholder and Campaign Management. Post-campaign reports, Budget management (billings).

Digital campaign manager

- The Social Craft/Turn Left Media | June 2021 - Dec 2022 (retrenched)
- Help and guide clients to achieve their marketing goals on LinkedIn.
- Full funnel marketing
- I currently work with clients like ABSA, Old Mutual, Capitec, Standard Bank, FNB, Discovery, Yoco, Mukuru, Clover, Barloworld, DSV, Broadreach, BDO, African Leadership Group, Durban University of Technology, Flash, Sasol, RCL,MFS Africa, Woolworths, Vega, Liberty, Hyperion Dev, and many more.

Digital marketing coordinator

- The Behavior Change Agency | June 2019 - December 2019 (contract)

Digital campaign manager

- iProspect, Dentsu Aegis| Feb 2017- May 2018
- I managed large FMCG client brands such as NIVEA, NIVEA MEN, Labello and Eucerin
- I am also the Facebook ambassador for our company.
- Project management of all of the activities and processes required to proficiently run digital campaigns across channels.
- Directly interacting with clients, and internal departments, with effective stakeholder management.
- Identify opportunities to improve marketing campaign results, troubleshoot targeting issues, and report and resolve any issues. Researching new opportunities including identifying upsell possibilities.
- Achieving client's marketing objectives. Marketing strategy execution with implementation, planning, monitoring and reporting.

Digital campaign manager

- Group M/Yonder Media | July 2016 - Jan 2017 (accounts merged to JHB)
- I managed the beer accounts for client brands for Heineken, Windhoek, Amstel, Strongbow, Sol, with Shoprite and Old Mutual in the retail and finance sector.
- Consult, develop and foster strong relationships with clients and identify fresh media opportunities.
- Manage digital media campaigns, optimisation, implementation and reporting. client satisfaction through results-driven and exceeding client expectations regarding digital campaign performance.
- Providing analysis and recommendations.

- Competitor innovation research, and stay on top of industry trends.
- Working with internal stakeholders and clients to communicate project expectations and any account tasks.

National marketing coordinator

- Rawson Properties Corporate Head Office | Aug 2015 - July 2016 (1 year contract)

Digital marketing coordinator

- Real Estate Investor Magazine | Jan 2015 - April 2015 (retrenched)

Marketing coordinator

- 24. com: The SpaceStation (a division of Naspers) | Jan 2013 – Dec 2014 (Intern made permanent. -no room for growth)

Details

Province: Western Cape

Education level: Diploma

Have own transport: Yes

City: Cape Town

Type: Permanent

Job level: Mid

Posted on 22 Mar 09:17, Closing date 30 Jun

Apply

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