Phumeza D.
Senior Marketing Manager

SUMMARY

- A strong marketer with a proven track record in excellent project management skills, with a demonstrated ability to consistently prioritize and manage multiple tasks from concept through implementation, and deliver quality outcomes on time and on budget. - Strong writing skills - comfortable creating content for email marketing, website, one sheets, case studies and more. - Experienced Account Director with B2B Marketing, experience in creating new integrated marketing programs that drive revenue.

TECHNICAL SKILLS

Main Technical Skills	CRM
Platforms	CRM

EXPERIENCE

Marketing Manager, Impact.com, Cape Town

September 2021 — September 2022
Marketing Programs:

- Planning, developing and implementing multi-channel marketing programs for the Trackonomics product
- Oversee all marketing campaigns and initiatives for Trackonomics in the USA, UK, Germany, Israel, Italy, France, Australia and Singapore
- Preparing and delivering world-class marketing campaigns designed to reach, engage and convert prospects into qualified opportunities
- Managing moderate demand generating budget and program mix, including email, paid social and digital ad placements
- Build, plan and implement overall digital marketing strategy
- Measure ROI and KPIs
- Creating engaging content and email campaigns that speak to the target audience
- Track and measure SEO metrics in order to improve online content
- Managing communication of marketing programs and results through marketing communications and quarterly team updates
- Obtaining Marketings pipeline and/or revenue goals by quarter
- Lead, supervise, motivate and manage the broader Marketing team (Content,Social, Web development, Product and Graphic creative teams globally)
- Liaising and collaborating with the Sales team to convert leads and improve conversion rate
- Liase with the Software Engineers and Product development teams on new product features and updates

- Creating and executing event plans for sponsored and/or hosted events (where appropriate, mostly US, EMEA, APAC facing, mix of online and in person)

PR/Earned Speaking/Awards:

- Coordinate all public relations activities
- Manage media inquiries and interview requests
- Create content for press releases, byline articles and keynote presentations
- Evaluate opportunities for earned speaking and awards on an ongoing basis|
- Create and manage calendar with deadlines for speaking and awards submissions

Marketing Manager, BDO, Johannesburg

March 2019 — November 2020
Marketing:

- Build strategic relationships and partner with key industry players, agencies and vendors
- Interfacing with senior business people to define and co- ordinate brand or communication strategy
- Prepare and monitor the marketing budget on a quarterly and annual basis|
- Monitor and report on the performance of marketing campaigns and KPIs of all marketing activities, gain insight and assess against goals
- Oversee and approve marketing material. Ensure accuracy and compliance of marketing materials and provide formal sign off if necessary
- Brief and oversee the work of internal and external agencies, such as graphic design team.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives where necessary
- Briefing partners on campaign activity and the internal marketing teams
- Oversee the creative development of promotional materials, website content, advertisements, and other marketing-related projects
- Adjust marketing campaigns and strategies as needed in response to collected data and other feedback
- Compile marketing reports
- Marketing events management
- Managing regional and national internal and external events
- Ensure roll out and implementation of centralized approach and deliverables for all events (ensure all deliverables are on-brand)
- Deliver Events, webinars, thought leadership, support material, digital social, email, direct mails and all other content to audience
- Analyze events success and prepare reports
- Brand Management - input and overseeing the creative development of company brand alongside marketing and brand team
- Ensure that the organizations brand and identity is adhered to in campaigns and all communication channels
- Managing external marketing/branding/advertising service provider relationships and output Communications
- Coordinate external and internal communications flow Client communications- managing client communication across various CRM and emails marketing platforms
- Produce valuable and engaging content for website and blog that attracts and converts target groups
- Analyze consumer behavior and adjust email and advertising campaigns accordingly

Business Development and Key account management:

- Managing Key Account client relationships, identifying market and cross selling opportunities
- Identify business opportunities from existing and new channels by analyzing available data; collaborating with other departments; engaging and meeting relevant stakeholders
- Build strong relationships with external stakeholders by networking and regular communication
- Build and maintain working relationships by networking; ongoing communication and sharing relevant information
- Create awareness and expand business opportunities Support implementation of projects by coordinating and project managing all activities and making suggestive recommendations

CRM:

- Audience Segmentation. Ensuring the database is segmented effectively for targeted marketing activities
- Creation and control of marketing materials content (promotions, emails, sms and other communication channels) through customer insight, build a complete picture of customer motivations, attitudes and behaviors, to help to build more targeted customer segmentation and to execute retention marketing activity
- Effectively execute all Activation and Activities as per planned schedule
- Measure the success social media campaigns
- Use social media marketing tools
- Work with copywriters and designers to ensure content is informative and appealing
- Promoting products, services and content over social media, in a way that is consistent with an organizations brand and social media strategy
- Keeping track of data and analyzing the performance of social media campaigns

CRM Advisor, Hogan Lovells, Johannesburg

March 2018 — March 2019

- Business Development — Advise Lawyers and
- Business development teams on how to better develop their client relationships using the database. Cross-Selling — Identify cross-selling opportunities and follow leads
- Marketing Campaigns — improve efficiency of marketing campaigns working with the technology teams to plan and deliver platform upgrades and enhancements
- Data configuration, testing, manipulation and documentation Experience management

CRM Systems:

- Define industry and client specific business processes Assist the firm's client facing function with the transformation of their client processes and technologies Create end-user documentation
- Facilitate training
- Work on local and international projects Client Communication

CRM | Marketing and Business Development Coordinator, Norton Rose Fulbright, Johannesburg

October 2014 — November 2017

- Client Relationship Management
- Business Development Compiling Bids and Proposals Marketing & Events
- CRM database management and training to front end users
- CSI project planning and implementation

Business Administrator, Nedbank Capital, Johannesburg

March 2014 — October 2014

- Delivering client service to both internal & external stakeholders.

Project Administrator, Rockwell Automation, Johannesburg

January 2013 — January 2014

Project Coordinator, British Council, Johannesburg

January 2010 — August 2012

- Management, Marketing, Promotion, Development, Fundraising,
- Monitoring and evaluation of, the DFID Global Schools Partnership Programme in South Africa

Teacher | Intern, St John's College, Johannesburg

January 2007 — January 2010
Teaching Grade 0-7

EDUCATION

BA Communication Science, UNISA
Currently studying

B-ED Intermediate & Senior Phase, UNISA

Matric, Waverley Girls High School
December 2006