

# 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

<b>Main Technical Skills</b>	CRM
<b>Platforms</b>	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

