

Nico van der Merwe

Senior Marketing Manager

I am a dedicated account manager with a passion for helping businesses reach their full growth potential through optimised digital marketing strategies. With a strong belief in the power of branding and a commitment to excellence, I thrive on challenges and enjoy creating comprehensive marketing strategies that drive sales and enhance brand image. I have been actively involved in the digital marketing space since 2017 and continually update my skills to stay abreast of the latest industry trends.



DOWNLOAD PDF

Skills and Experience

Technical skills & Software tools	Professional skills	Industry Experience
<ul style="list-style-type: none"> → Meta, Instagram & TikTok → LinkedIn → YouTube → Mailchimp → HubSpot → WordPress & Wix → Shopify → ChatGPT, Claude.ai, NotebookLM → Midjourney → Python 	<ul style="list-style-type: none"> → Digital Marketing Strategy & Execution → Social Media Strategy & Execution → Paid Media Strategy & Execution → Email Marketing Strategy & Execution → Leads & Data Management → Website Updates, Copy and Content → Competitor and Industry Analysis → Video Editing → Copywriting 	<ul style="list-style-type: none"> → Advertising & Marketing → Architecture & Construction → Electronics & Technology → Entertainment & Event Management → Fashion & Beauty → FMCG, Retail & Consumer Goods → Healthcare, Medical, Health & Wellness → Industrial & Manufacturing → Leisure & Recreation → Pet & Animals → Property

Work Experience

<p>Aug 2021 - Current</p>	<p>Senior Marketing Manager Outsourcery</p> <ul style="list-style-type: none"> → Lead digital marketing initiatives for clients, including social media management, content creation, and PPC campaigns. → Analyse data and conducted market research to identify opportunities for growth and campaign optimisation. → Managed social media accounts for multiple clients, creating engaging content and fostering brand loyalty. → Monitored analytics to evaluate campaign performance and adjust strategies for optimal results. → Successfully launched a paid media campaign that had an 80% growth in leads generated in 4 months and 100% more engagement on video campaigns.
<p>Feb 2017 - Current</p>	<p>Digital Marketing Specialist Valiway</p> <ul style="list-style-type: none"> → Founded and operated a successful marketing agency, providing strategic marketing solutions to clients. → Developed and implemented tailored marketing campaigns, increasing client brand visibility and driving lead generation.
<p>Jan 2018 - Jul 2018</p>	<p>Administrative Assistant Jumbo Brands</p> <ul style="list-style-type: none"> → Supported administrative Functions, including managing correspondence, scheduling appointments, and data entry. → Assisted with project coordination and maintained organisational efficiency.

Education & Certifications

<p>Bachelor of Commerce: Logistics, Materials, and Supply Chain Management</p> <p>University of Pretoria</p>	<p>Certified Digital Marketer, Digital Marketing</p> <p>Elite Inc</p>	<p>Organic Content Marketing</p> <p>Udemy</p>	<p>Licenses & Certifications: Google Search Certificate</p> <p>Google Digital Academy</p>
---	--	--	--

YES, I WANT TO PROCEED WITH THIS CANDIDATE

NO, PLEASE SHARE MORE PROFILES

