

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.



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Skills and Experience

Technical skills & Software tools

- ➔ Meta, Instagram & TikTok
- ➔ LinkedIn
- ➔ YouTube
- ➔ Mailchimp
- ➔ HubSpot
- ➔ WordPress & Wix
- ➔ Shopify
- ➔ ChatGPT, Claude.ai, NotebookLM
- ➔ Midjourney
- ➔ Python

Professional skills

- ➔ 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

Industry Experience

- ➔ 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

Aug 2021 - Current

Senior Marketing Manager

Outsourcery

- ➔ 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.

Feb 2017 - Current

Digital Marketing Specialist

Valiway

- ➔ 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.

Jan 2018 - Jul 2018

Administrative Assistant

Jumbo Brands

- ➔ Supported administrative functions, including managing correspondence, scheduling appointments, and data entry.
- ➔ Assisted with project coordination and maintained organisational efficiency.

Education & Certifications



Bachelor of Commerce: Logistics, Materials, and Supply Chain Management

University of Pretoria



Certified Digital Marketer, Digital Marketing

Elite Inc



Organic Content Marketing

Udemy



Licenses & Certifications: Google Search Certificate

Google Digital Academy

