

# 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

