

Nico van der Merwe

Senior Marketing Manager

Versatile and results-driven Digital Marketing professional with over seven years of experience helping businesses grow through strategic marketing initiatives. As a generalist, I excel at developing and executing end-to-end marketing strategies, from content creation and analytics to paid advertising and brand positioning. Passionate about problem-solving, I adapt quickly to new challenges and thrive in dynamic environments. With a data-driven mindset and a keen eye for creative execution, I deliver impactful campaigns that enhance brand presence, increase engagement, and drive revenue.



- DOWNLOAD PDF
- WORKING STYLE
- PORTFOLIO

Skills and Experience

Technical skills & Software tools

- Meta, Instagram & TikTok
- LinkedIn
- YouTube
- Mailchimp
- HubSpot
- WordPress & Wix
- Shopify
- ChatGPT, Claude.ai, NotebookLM
- Midjourney
- Python
- iOS Programming
- Google & Meta Ads
- Canva & Photoshop
- Premiere Pro
- Davinci Resolve
- Contentful
- Figma
- ClickUp, Monday.com & Asana
- Mailchimp

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
- SEO
- Content Strategy & Creation
- Data Analysis & Insights
- Marketing Automation

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

- Develop and implement comprehensive digital marketing strategies to maximise ROI.
- Manage cross-functional teams to drive brand growth and increase lead generation.
- Analyse marketing performance metrics to optimise campaigns for better engagement.
- Spearhead content marketing initiatives to enhance brand storytelling and customer retention.
- Oversee social media content creation, scheduling, and performance tracking.
- Execute paid social media advertising campaigns for client accounts.
- Conduct audience research and competitor analysis to improve engagement strategies.
- Collaborate with design and content teams to produce high-quality marketing materials.

Jun 2022 - Sep 2024

Marketing Executive

Birkdale Sales

- Led marketing campaigns that increased sales and customer engagement.
- Developed brand messaging and promotional materials to enhance company visibility.
- Conducted market research to refine targeting strategies and optimize campaigns.
- Implemented and optimized paid marketing campaigns to drive high-quality lead generation and increase sales.

Feb 2017 - Current

Digital Marketing Specialist / Founder

Valiway

- Established and managed a digital marketing consultancy to help businesses grow online.
- Provided strategic consulting on SEO, PPC, and social media marketing.
- Built long-term client relationships through customised marketing solutions.

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