

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.



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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