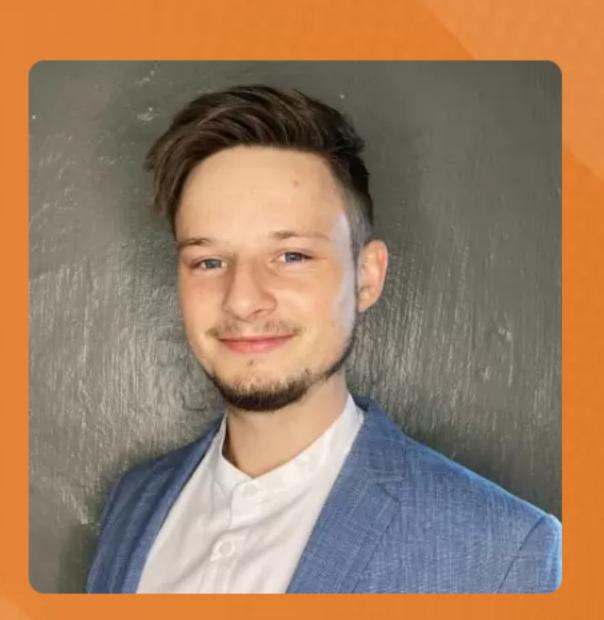
Nico van der Merwe

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.



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
- Pet & Animals

→ Leisure & Recreation

- 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

Jan 2018 - Jul

Administrative Assistant

Jumbo Brands

generation.

- Supported administrative functions, including managing correspondence, scheduling appointments, and data
- 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

YES, I WANT TO PROCEED WITH THIS CANDIDATE

NO, PLEASE SHARE MORE PROFILES

Outsourcery









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Contact us

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