

Tian Nel

Senior Marketing Manager

I am a results-driven Marketing Manager with over eight years of experience crafting impactful digital strategies across major platforms. As both a Creative Team Lead and Digital Marketing Manager, I blend expertise in design, analytics, and communication to drive brand growth and deliver measurable results. Skilled in data-driven campaigns, social media advertising, and content marketing, I excel at optimising performance while fostering strong relationships with clients and teams. Adaptable and solution-oriented, I thrive under pressure, balancing creativity with a strategic focus to achieve success.




Skills and Experience

Technical skills & Software tools	Professional skills	Industry Experience
<ul style="list-style-type: none"> → Meta → Instagram → X → LinkedIn → Mailchimp → WordPress → Shopify → Wix 	<ul style="list-style-type: none"> → Strategic Marketing Skills → Social Media Strategy & Execution → Project Management → Brand Strategy & Brand Development → Content Marketing Strategy → Paid Media Advertising → Campaign Budget Management 	<ul style="list-style-type: none"> → Advertising & Marketing → Art & Design → Business Management & Consulting → Coaching & Education → Charities & Social Services → Electronics & Technology → Entertainment & Event Management → Fashion & Beauty → FMCG, Retail & Consumer Goods → Healthcare, Medical, Health & Wellness → Legal & Law → Leisure & Recreation → Pet & Animals → Property → Transportation → Travel & Tourism

Work Experience

<p>Jun 2020 - Current</p>	<p>Senior Marketing Manager Outsourcery</p> <ul style="list-style-type: none"> → Lead the creative team, overseeing content, design, SEO, and email marketing to deliver cohesive campaigns. → Develop and implement digital marketing strategies tailored to client objectives, ensuring alignment with business goals. → Manage client accounts and team operations, fostering collaboration and ensuring projects are delivered on time. → Oversee community management, driving consistent engagement and growing online audiences. → Produce detailed weekly and monthly reports, analysing performance and providing actionable insights to improve campaign outcomes. → Deliver high-quality design work that strengthens brand identity and maximises campaign effectiveness. → Successful project management of various tasks with tight deadlines that highlight adaptability/resourcefulness (once-off tasks, website design & build, video editing etc.)
<p>Jun 2017 - Jun 2020</p>	<p>Social Media Manager Webwiser.io</p> <ul style="list-style-type: none"> → Managed social media campaigns for local and international SMEs across food & beverage, education, office space, fashion, and maintenance industries. → Developed and implemented digital marketing strategies to drive brand awareness and engagement. → Created engaging content and copy for various social media platforms, tailored to each industry and audience. → Led account management efforts, building strong client relationships and ensuring satisfaction. → Executed paid social media advertising campaigns, optimising for maximum ROI and engagement. → Analysed performance metrics and provided actionable insights through detailed reporting. → Fostered community engagement, responding to inquiries and maintaining a positive brand presence. → Collaborated with teams to align social media efforts with broader business goals and strategies. → Led various campaigns (Black Friday/Seasonal/Event) that boosted client sales by up to 150%.

Education & Certifications



Diploma in Sound Engineering
Cape Audio College

YES, I WANT TO PROCEED WITH THIS CANDIDATE

NO, PLEASE SHARE MORE PROFILES

Client Reviews

Michael Wylie-Harris

5 STARS! Great experience working with Tian and the team. Really strong design work, reliable and good turnaround times! Collaborative, great attitude and work ethic.

