

# Dale Badenhorst

Senior Marketing Manager

I am a seasoned digital marketing professional with extensive experience spanning eCommerce operations, digital strategy, and digital marketing management. Successfully spearheaded projects across multiple industries, fostering robust client relationships and driving significant increases in organic traffic and engagement. Proficient in a wide array of digital tools and platforms, coupled with a strong foundation in cybersecurity and IT support, ensuring comprehensive and secure digital ecosystems for clients. I am very adaptable to my environment with problem-solving skills and I am very much a team player with a strong work ethic.



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WORKING STYLE

## Skills and Experience

### Technical skills & Software tools

- Meta
- Instagram & Snapchat
- X (Twitter)
- LinkedIn
- Youtube & Pinterest
- Mailchimp
- Constant Contact
- HubSpot
- ActiveCampaign & Klaviyo
- Magento, Amazon & Etsy
- WordPress, Squarespace & Wix
- Shopify, & WooCommerce
- ChatGPT, Fireflies.ai, Otter.ai & Read AI
- Basecamp
- Agorapulse
- Figma

### Professional skills

- Social Media Strategy & Execution
- Digital Marketing Strategy & Execution
- SEO Strategy Execution & Audits
- Email Marketing Strategy & Execution
- Influencer Management
- Keyword Research & Analysis
- Lead Generation Strategies & Funnels
- Brand Development & Strategy
- Content Creation: Copy
- Content Creation: Images & Videos
- Campaign Budget Management
- YouTube Optimisation
- Google Analytics
- Market Research & Reporting
- Data Hygiene & Management
- Public Relations & Communications
- Website Updates, Copy and Content
- eCommerce Strategy & Management

### Industry Experience

- Administration & Support Services
- Advertising & Marketing
- Agriculture & Environmental Services
- Business Management & Consulting
- Coaching
- Charities & Social Services
- Customer Service & Sales
- Defense & Security
- Entertainment & Event Management
- Finance
- FMCG, Retail & Consumer Goods
- Furniture & Interiors
- Healthcare, Medical, Health & Wellness
- Hospitality, Travel & Tourism
- Industrial & Manufacturing
- Leisure & Recreation
- PR & Communications

## Work Experience

Jan 2021 - Current

### Senior Marketing Manager

Outsourcery

- Managing numerous client accounts, consistently improving key metrics.
- Leading a team on marketing efforts that develop and execute impactful social media strategies, driving significant increases in reach.
- Managing collaborative projects with the creative team, consistently delivering successful social media and paid advertising campaigns.
- Conducting comprehensive website audits to identify and address customer journey pain points, leading to improved user experience.
- Leading website project development, ensuring projects are completed on time, within budget, and meet client objectives.
- Developing & managing Google Ads campaigns across search and display networks.
- Optimising campaigns for performance and budget to maximise return on investment.
- Reporting on key campaign performance metrics to stakeholders, including clicks, impressions, conversions, and cost-per-acquisition.
- Creating custom reports and dashboards to track key website traffic and user behaviour metrics.
- Analysing website data to identify trends, user acquisition channels, and areas for improvement, providing data-driven insights that inform marketing strategies and website optimisation efforts.
- Successfully launched multiple social media campaigns that increased brand awareness over the course of 6 months to double the number of followers of the social media pages. Relevant for LinkedIn and Instagram campaigns.
- Provided marketing services, including podcasts and website updates, for a property manager and developer. Currently assisting a real estate client with a website build.

Nov 2023 - Current

### eCommerce Freelancer

air up® Gmbh

- Provided daily support and assistance in ecommerce operations, ensuring seamless functionality and efficiency.
- Conducted backend updates on platforms such as Shopify and Odoo, maintaining the integrity and security of the system.
- Assisted in the creation and management of product launches.
- Implemented front-end design enhancements using tools like Builder.io and contentful, optimizing user experience and visual appeal.
- Quality Assurance of processes such as website development, product creation and assets.
- Assisted in managing stock updates and facilitated product creation processes within the Odoo system, ensuring accurate inventory management.
- Generated comprehensive reports and conducted analytics utilizing platforms such as Veezoo and Google Analytics, extracting valuable insights to drive informed decision-making.
- Assisted in SEO optimisations, and implementation of A/B Testing to improve webshop.
- Assisted in customer journey mapping and strategic campaign creation initiatives to enhance website engagement.
- Assisted in launching multiple campaigns, where I had to create the products and prepare the backend and frontend regarding website landing pages for users to purchase items from (e-commerce).

Oct 2020 - Jun 2021

### Digital Marketing Specialist Freelancer

Upwork

- Management of client social media accounts.
- Developing marketing strategies and conducting market research.
- Content Creation and Copy Writing.
- Website UI & UX development and design with Wordpress.

Aug 2019 - Sep 2020

### Online Marketing Executive

STA Travel

- Develop email newsletters using Inxmail Mail Builder and HTML, fostering subscriber engagement.
- Develop, schedule, and publish engaging social media content across Facebook, Twitter, and Instagram, driving audience growth and brand awareness.
- Leverage online and digital platforms to generate significant demand for your global brand, increasing brand visibility.
- Oversee and implement comprehensive social media strategies, ensuring high-quality content aligns with brand goals and messaging.

Jun 2015 - Jul 2019

### Marketing Coordinator and Graphic Designer

SSTG

- Create engaging social media content and campaigns to drive audience engagement and brand awareness.
- Manage and optimise content across various social media platforms, fostering a consistent brand voice and maximising reach.
- Analyse social media performance using analytics tools to identify key trends and insights, leading to strategic content adjustments.
- Design and present impactful presentations on the latest digital marketing trends and their potential benefits, informing marketing strategies.
- Conduct continuous market research on competitor products, identifying potential threats and opportunities to inform product development and marketing efforts.
- Develop engaging online learning experiences by recording, editing, and uploading high-quality class videos.

## Education & Certifications



Advanced Diploma in Digital Marketing & Web Design

Shaw Academy



Associates Degree in Marketing Management and Entrepreneurship

Durbanville College



Google IT Support Specialisation

Google (Coursera)



Project Management

Google