

# Leandi Delport

Senior Marketing Manager

I am a digital marketing manager with knowledge and experience in the marketing and advertising industry. I am skilled in Digital Marketing, Marketing Analytics, Google AdWords and Analytics, SEO, WordPress, and Project and Team Management. I am a hardworking, fast-learning, motivated marketing professional passionate about the industry and its possibilities.



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WORKING STYLE

## Skills and Experience

### Technical skills & Software tools

- Meta & Instagram
- LinkedIn
- Mailchimp
- ChatGPT
- HubSpot

### Professional skills

- Social Media Strategy & Execution
- Community Management
- Social Media Analytics & Reporting
- Email Marketing Strategy & Execution
- Public Relations & Communications
- Brand Development
- Content Marketing Strategy

### Industry Experience

- Administration & Support Services
- Advertising & Marketing
- Business Management & Consulting
- Coaching
- Entertainment & Event Management
- Finance
- Healthcare, Medical, Health & Wellness
- Legal & Law
- Property

## Work Experience

Jun 2021 - Current

### Senior Marketing Manager

Outsourcery

- Developing, implementing, and managing digital marketing campaigns.
- Created social media and email campaigns for clients in various industries, including property.
- Successfully helping a brand/business grow by increasing social media campaigns, increase in emailer open rates and utilizing different platforms to reach intended targets.
- Planning and executing all digital marketing efforts.
- Client relationship management – regularly contacting clients, assisting with systems and marketing advice, and managing client satisfaction levels.
- Providing professional administrative, technical, or creative (social) assistance and support to clients and team.

Sep 2019 - Jul 2021

### Marketing Coordinator

Succeed Group

- Client relationship management.
- Coordinating marketing activities.
- Conducted marketing activities and presented ideas and strategies.

Jul 2018 - Aug 2019

### Marketing Manager

The Divine Project House

- Developing marketing campaigns.
- Coordinating marketing activities.
- Conducted marketing activities and presented ideas and strategies.
- Website management.
- Content management.

## Education & Certifications



Degree in Marketing Management

North West University

