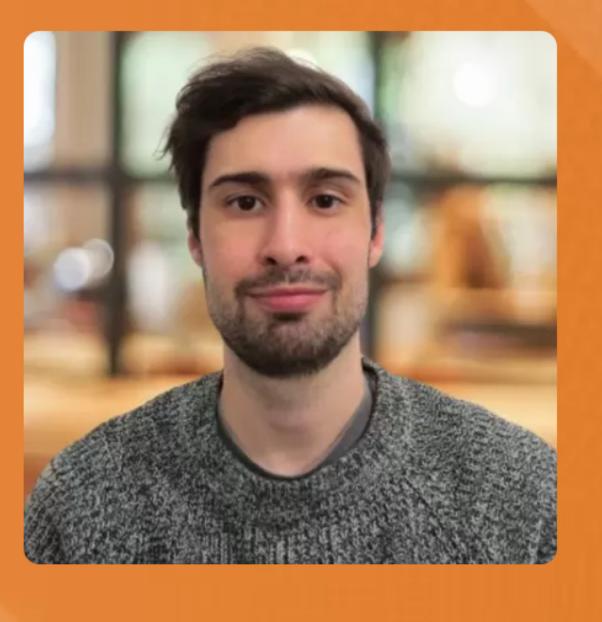
Dale Badenhorst

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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Skills and Experience

Software tools

Technical skills &

- 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 Al Basecamp
- Agorapulse
- Figma

→ Social Media Strategy & Execution

Professional skills

- 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
- Public Relations & Communications

Data Hygiene & Management

→ eCommerce Strategy & Management

Website Updates, Copy and Content

→ Administration & Support Services Advertising & Marketing

Industry Experience

- → Agriculture & Environmental Services

Customer Service & Sales

Defense & Security

- Business Management & Consulting Coaching
- Charities & Social Services
- → Entertainment & Event Management
- Finance
- → FMCG, Retail & Consumer Goods Furniture & Interiors

→ Healthcare, Medical, Health & Wellness

→ Hospitality, Travel & Tourism

Industrial & Manufacturing

- Leisure & Recreation
- PR & Communications

Senior Marketing Manager

Work Experience

Current

Jan 2021 -

Managing numerous client accounts, consistently improving key metrics. Leading a team on marketing efforts that develop and execute impactful social media strategies, driving

Outsourcery

- 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.

driven insights that inform marketing strategies and website optimisation efforts.

months to double the number of followers of the social media pages. Relevant for LinkedIn and Instagram campaigns.

Successfully launched multiple social media campaigns that increased brand awareness over the course of 6

Analysing website data to identify trends, user acquisition channels, and areas for improvement, providing data-

air up® Gmbh Nov 2023 -Current

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

eCommerce Freelancer

system.

engagement.

- 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.

frontend regarding website landing pages for users to purchase items from (e-commerce).

Digital Marketing Specialist Freelancer

Assisted in customer journey mapping and strategic campaign creation initiatives to enhance website

Assisted in launching multiple campaigns, where I had to create the products and prepare the backend and

Aug 2019 - Sep

2020

Jun 2015 - Jul

2019

Oct 2020 - Jun

2021

Content Creation and Copy Writing. → Website UI & UX development and design with Wordpress.

Developing marketing strategies and conducting market research.

Management of client social media accounts.

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

STA Travel

Upwork

> 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.

maximising reach.

informing marketing strategies.

inform product development and marketing efforts.

audience growth and brand awareness.

Online Marketing Executive

- 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

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,

Conduct continuous market research on competitor products, identifying potential threats and opportunities to

Develop engaging online learning experiences by recording, editing, and uploading high-quality class videos.

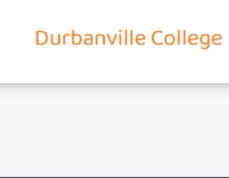
Education & Certifications



Advanced Diploma in

Digital Marketing & Web

Design



YES, I WANT TO PROCEED WITH THIS CANDIDATE

Associates Degree in

Marketing Management

and Entrepreneurship



Google IT Support

Specialisation

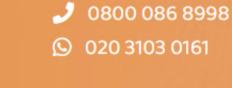


Project Management



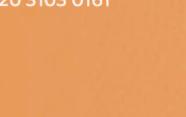






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