

LEE GELDENHUYS



Experienced marketing and digital project manager specialising in brand strategy and execution. Skills include brand development, brand strategy and its execution, social media, paid search, and content creation. Diligent, organised, and deadline-driven, with a focus on meeting business objectives.

CONTACT

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EDUCATION

Bachelor of Commerce in
Marketing Management
UNISA | 2016 - Present

IISA Introduction to Short
Term Insurance
UNISA | 2013

BTech: Architecture
TUT | 2010 - 2011

BSc (Arch)
UP | 2007 - 2009

CERTIFICATIONS

Short Course in Applied
Project Management in an
Information Technology Environment
UNISA | 2018

310-101 Facebook Advertising
Core Competencies
Facebook Blueprint | 2017

EXPERIENCE

2018 BRAND STRATEGIST

— Ad Dynamo

PRESENT

Ad Dynamo is Twitter, Snapchat, Spotify and Oath's official ad sales partner in Africa. I work directly with brands using a consultative approach to help them implement the right strategy to solve critical business challenges, optimising their marketing plans according to specific platform best practices. I am responsible for generating leads, moving opportunities through the brand strategy funnel, and ensuring those opportunities close and drive revenue. I work directly with brand planners, designers, and other strategists to collaborate with the sales team. My responsibilities include but are not limited to:

- Forging and maintaining valued client relationships.
- Gaining an in-depth understanding of our clients' needs and challenges.
- Preparing and presenting impactful proposals to high-value clients.
- Ensuring optimal campaign performance, that not only provides creative brand solutions, but also supports our sales revenue.
- Liaising with our offices, local and international platform representatives, and agencies and brand stakeholders.
- Education, training, and oversight of the various teams to ensure they understand and implement best practice.

2015 MARKETING MANAGER

— NOMU Brands

2017

This role involved active engagement and interest in every aspect of the brand's presentation. Reporting to the directors, I led the definition, planning, and implementation of projects in line with company strategy for:

CERTIFICATIONS CONTINUED

321-101: Facebook Certified
Buying Professional
Facebook Blueprint | 2017

322-101: Facebook Certified Planning
Professional Exam
Facebook Blueprint | 2017

Google Mobile Sites Certification
Google Partners | 2017

Google Digital Sales Certification
Google Partners | 2017

Google Adwords Certification
Google Partners | 2017

Google Analytics Certification
Google Partners | 2017

Project Management Short Course
Red & Yellow School | 2017

First Level Regulatory Exam:
Sole Proprietors and Key Individuals
Moonstone | 2013

First Level Regulatory Exam:
Representatives
Moonstone | 2013

SKILLS

Project Management
Marketing Strategy
Content Creation
Facebook Paid Media
Account Management
Community Management
Customer Relations
Public Relations



EXPERIENCE CONTINUED

- Creation and implementation of a marketing strategy, with a specific focus on digital.
- Direct consumer communications, including social media and email marketing.
- ATL, BTL, and TTL advertising, including coordinating with service providers, and brand activations.
- Product development and marketing, including product shoots.
- Content creation and community management across various social platforms.
- Monthly reporting and analysis across sales, social media, paid media and search.

2015 DIGITAL PROJECT MANAGEMENT

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Freelance

2016

Freelance social media content creation and community management, and social listening. A significant portion of my time was allotted to brand performance and social media sentiment for a large retail company with over a dozen brands under their umbrella at the time. Key responsibilities included:

- Detailed auditing and reporting from sentiment tracking software.
- Data collation and analysis for month-on-month performance tracking.
- Comparative reporting across all brands to determine efficacy of individual strategies.

2013 HEAD OF STRATEGY AND SOCIAL

—
Hello Pretty

2015

Starting as a social media intern at the beginning of 2013, I was offered a full time position and given the full social media and community management portfolio after six months. A year later, a further promotion placed me at the head of marketing strategy and social media for the company. Key responsibilities included:

- Creating and implementing a digital marketing strategy in line with the company's ecommerce business objectives.
- Content creation across all digital platforms, including email marketing, social and paid media, website content, and public relations.
- Full community management and reporting across owned, earned, and paid.

REFERENCES AVAILABLE ON REQUEST