

Contact

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(LinkedIn)

Top Skills

Operational Governance
Cross-functional Team Leadership
Performance Optimization

Languages

Afrikaans
English

Certifications

POPIA for Everyone!
Game Lodge Management

Melissa Maarschalkerweerd

Senior Marketing Operations Leader | Systems & Workflow
Architecture | Commercial & Customer Experience Performance
City of Johannesburg, Gauteng, South Africa

Summary

Senior Marketing Operations and Commercial Marketing leader with 10+ years' experience building structured, performance-driven marketing environments that directly support revenue growth.

I specialise in transforming fragmented marketing functions into governed, accountable, KPI-led operational systems. My background spans both corporate leadership and consulting, giving me strong commercial judgment alongside hands-on systems execution capability.

I spent nine years at ADreach Group progressing through senior marketing roles within a national outdoor advertising organisation. I led campaign strategy, budget management, cross-functional coordination, and operational optimisation initiatives aligned to commercial targets.

Since 2022, I have operated through my registered entity, Melissa M (Pty) Ltd, delivering marketing operations and systems consulting. My focus has been:

- Designing marketing governance frameworks
- Implementing KPI-led reporting and executive dashboards
- Architecting scalable workflow systems (Monday.com)
- Improving customer lifecycle visibility and retention tracking
- Driving performance accountability across teams

A key achievement includes designing and implementing a fully customised Monday.com operational architecture for ADreach from scratch, including automation logic, reporting layers, and full team adoption training.

I am particularly strong at bridging strategy and execution — translating commercial objectives into structured operational systems that marketing teams can actually run.

Open to senior permanent or hybrid roles in Marketing Operations, Commercial Marketing, Customer Experience, or Digital Transformation leadership.

Experience

Melissa M (Pty) Ltd

Founder & Senior Marketing Operations Consultant

October 2022 - Present (3 years 5 months)

United States, South Africa

Provide senior-level marketing operations, systems architecture, and commercial performance consulting to local and international organizations across digital marketing, media, and financial services environments.

Engaged to strengthen operational governance, improve KPI visibility, implement scalable workflow systems, and align marketing execution with measurable revenue and retention outcomes.

Key Impact:

- Established performance governance frameworks linking marketing activity to ROI and retention metrics
- Designed and launched fully customized Monday.com operational architecture from scratch, including automation, reporting dashboards, and task governance structures
- Standardized reporting frameworks to improve executive oversight and decision-making clarity
- Led operational change initiatives requiring team training, adoption management, and cross-functional alignment
- Improved client retention through structured onboarding, reporting cadence, and performance transparency
- Resolved operational bottlenecks impacting campaign delivery and commercial growth

Selected Engagements:

Contractor Click – Marketing Operations & Client Success Lead
Fund It – Business Consultant & Account Manager
Firetail Marketing – Senior Operations Manager
AddMedia NYC – Head of Operations
ADreach Group – Digital & Systems Consulting

ADreach Group

9 years

Marketing and sales coordinator

October 2019 - October 2022 (3 years 1 month)

City of Johannesburg, Gauteng, South Africa

Directed marketing efforts, leading a team to execute successful campaigns, including the award-winning Beyond the River campaign.

Supported COVID-19 relief initiatives by organizing and coordinating the delivery of meals to communities in need.

Streamlined workflows and improved team operations during periods of transition, ensuring seamless collaboration and productivity.

Marketing Manager

March 2018 - October 2022 (4 years 8 months)

South Africa

Sales Marketing Manager

2013 - 2022 (9 years)

Marketing & Sales Coordinator (Oct 2019 – Oct 2022) Directed marketing efforts and led a team to execute successful campaigns, including the award-winning Beyond the River campaign. Supported COVID-19 relief initiatives by organising and coordinating the delivery of meals to communities in need. Streamlined workflows and improved team operations during periods of organisational transition, ensuring seamless collaboration and productivity. Marketing Manager (Mar 2018 – Oct 2022) Oversaw marketing operations for a national outdoor advertising network, managing budgets, campaign planning and stakeholder engagement. Coordinated cross-functional teams to launch new advertising products (including digital out-of-home formats) and strengthen the company's brand. Marketing Coordinator (Jul 2016 – Oct 2019) Ensured all marketing tasks were completed on time, effectively and creatively; coordinated book launches, film promotions (Beyond the River) and company

events. Developed content and promotional materials that increased brand awareness and client engagement.

Marketing Coordinator

July 2016 - October 2019 (3 years 4 months)

Johannesburg Area, South Africa

As a marketing Co-coordinator my key responsibilities were to ensure that all Marketing related tasks for the company were done on time, effectively and creatively.

I was fortunate enough to work on a movie called Beyond the River as well as book launches, various events and company functions.

Outdoor Media Marketing Consultant

April 2013 - July 2016 (3 years 4 months)

Sandton

FIKELELA

Fikelela is the preferred media agency for the sale of ADreach street pole ads and Supalites across South Africa.

In terms of outdoor advertising, Fikelela believes street pole ads are a cost-effective way for companies to achieve the reach and frequency they need to advertise their businesses successfully.

We focus on giving our clients the best advice, excellent service, and quick turnaround times on bookings.

Fikelelea

Media Marketing Consultant

April 2013 - July 2016 (3 years 4 months)

Advised clients on outdoor advertising solutions, specialising in street-pole ads and Supalites for small- and medium-sized businesses. Educated advertisers on cost-effective strategies to maximise reach and frequency while maintaining budget constraints. Provided exceptional client service, ensuring quick turnaround times on bookings and high customer satisfaction.

Nashua

Sales Account Executive

2012 - 2013 (1 year)

Weltevredenpark

Nashua LTD
Senior Sales Executive
2011 - 2011 (less than a year)
Randburg

Education

Shaw Academy
Online Marketing · (2015 - 2016)

Wildlife Campus
Certificate, Game Lodge Management · (2007 - 2007)

Randburg Hoer
Matric Certificatre, High School · (2002 - 2006)

Fontainebleau laer
Primary School, Certificate · (1995 - 2001)

Randburg hoer
High School Diploma