



SCOTT BOWMAN

MARKETING MANAGER

SUMMARY

Results-oriented Google Marketing Executive with a 2 year proven track record of assisting multiple clients improve their Google Ads results. I have good understanding of how to leverage the brand's existing market position and I am a confident marketer on all Google platforms. I am therefore, a diligent employee with ambitions of holding a leadership position in Digital Marketing.



Durban North, KwaZulu Natal,
South Africa



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WORK EXPERIENCE

Google Account Executive - TDMC

Jan 2023 - Sept 2024

- Organisation skills to manage multiple clients (6+) with emphasis on Google Marketing.
- Strong written and verbal communication skills between clients that ensured 100% trust.
- Ability to work independently and meet on-going deadlines in a fast-paced environment.
- Analysed campaign results and the website performance to determine effective marketing strategies.
- Helped grow brands by assisting with marketing and customer engagement strategies.

Marketing Intern - TDMC

Sept 2022 - Dec 2022

- Support teams to plan, develop, and executive marketing initiatives.
- Assist management with the preparation of audience lists and keyword proposals.
- Creating copy and relevant ad building skills.
- Being a team player and learning as many acronyms as possible.

EDUCATION

Bachelor of Commerce in Industrial and Organisational Psychology

Jan 2020 - July 2023

University of South Africa

- Golden Key Applicant

RELEVANT SKILLS

- **Technical Skills:** Research and Data Analysis, SEO and SEM, Artificial Intelligence (AI), User Experience Design, and Website Development.
- **Interpersonal Skills:** Organisation, Communication, Adaptability, Strategic Thinking, Tech-Savvy, and Reliable.