

# KAELYNN FEBRUARY

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## MARKETING MANAGER

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### CONTACT

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### PROFILE

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Marketing Manager with 8+ years of experience in developing and executing comprehensive marketing strategies across diverse industries in South Africa. Proven ability to increase brand awareness, drive engagement, and achieve significant conversion rates through innovative campaigns and data-driven insights. My goal is to lead impactful marketing initiatives that deliver exceptional results and contribute to business growth.

### SKILLS

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Strategic Marketing

Planning

Digital Campaign

Management

Brand Development

Market Research & Analysis

Content Strategy

Team Leadership

### EDUCATION

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University of Cape Town

**2015 - 2018**

BBusSci in Marketing

### EXPERIENCE

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Marketing Manager

#### **2022-PRESENT**

Led the development and execution of integrated marketing strategies for a portfolio of national brands, resulting in a 20% increase in market share. Managed multi-channel campaigns, including digital, social media, and traditional advertising, optimizing spend for maximum ROI. Directed a team of marketing specialists, fostering a collaborative environment and overseeing project timelines and budgets.

Digital Marketing Specialist

#### **2020-2022**

Developed and implemented successful digital marketing campaigns across various platforms to increase brand visibility and drive website traffic for clients. Analyzed campaign performance using analytics tools, providing data-driven recommendations for continuous improvement and achieving client KPIs.

Marketing Coordinator

#### **2019-2020**

Assisted in the coordination of marketing activities, including promotional events, content creation, and social media scheduling. Conducted market research to identify consumer trends and competitive landscapes, contributing to strategic planning.