



APRIL SHIREEN C. BY HASSAN ZAIB

Google PPC/ Adwords Campaign Manager_Online Marketing Guru

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🌐 <https://www.linkedin.com/in/april-shireen-c-520582263> 📍 Johannesburg

SKILLS

PPC Management · Data Coordination ·
Data-Driven Insights · Lead Generation ·
Google AdWords · Content Marketing ·
Camera Assistance · Financial Planning ·
Client Management · Strategic Planning ·
Visual Storytelling · SEO

KEY ACHIEVEMENTS

- 💎 Successfully managed multiple high-budget PPC campaigns, significantly increasing client conversion rates.
- 💎 Led a team to develop a data-driven marketing strategy, resulting in a 30% increase in sales leads.
- 💎 Produced and directed a short film that was featured in a local film festival, showcasing strong storytelling abilities.

PASSIONS

- 💎 Filmmaking and Visual Storytelling
- 💎 Brand Strategy and Development
- 💎 Digital Marketing and Analytics

REFERENCES

Reference Name

SUMMARY

Experienced in integrating data-driven insights into compelling visual narratives. With over three years as an Ecommerce Data Analyst and Quality Coordinator, I excel at transforming complex datasets into strategic assets that enhance storytelling and drive impactful project outcomes. Proficient in optimizing lead generation, boosting customer engagement, and improving sales effectiveness. Known for collaborating effectively with teams to elevate cinematic experiences and achieve high-quality results

EXPERIENCE

Freelance Filmmaker 05/2021 - Present
Exposure Crew Gauteng, South Africa

- Assisted the Director of Photography (DOP) as a 2nd AC (Assistant Camera), managing slating and handling off-camera tasks.
- Contributed to various film projects, supporting the camera operator and enhancing visual storytelling.

Google PPC/AdWords Campaign Manager 01/2013 - 07/2024
Online Marketing Guys City of Cape Town, Western Cape, South Africa

- Developed and managed Google AdWords campaigns and other digital marketing activities.
- Performed daily account management of PPC accounts on Google AdWords platforms for a variety of clients.
- Assisted in maintaining and monitoring keyword bids, budget caps, impression share, quality score, and other metrics.
- Managed large keyword lists and provided creative copy suggestions and graphical ad templates.
- Generated weekly and monthly client reports for major metrics, goal tracking, revenue tracking, and other paid activities.
- Monitored and evaluated search results and performance across major search channels.
- Communicated with the team and management on project development, timelines, and results.
- Liaised with SEO, web design, web development, and other online marketing activities.

Ecommerce Data Analyst 10/2020 - 07/2024
Pnet Gauteng, South Africa

- Organized and processed data to make clear business sense and drive informed decisions.
- Led generation efforts, driving hot sales leads from online digital platforms.
- Filtered each lead based on business goal qualification and guided leads down the buying funnel to the sales force.

Junior Brand Manager 04/2014 - 01/2017
L'Oréal Woodmead

- Managed marketing strategies for first medical brand in South Africa, Skin Ceuticals.
- Planned and executed strategic and financial plans, managed key accounts, and organized client and PR events.
- Led digital marketing efforts and brand management activities.

EDUCATION

Associate's degree, Marketing 03/2013 - 06/2013
University of Cape Town Location

LANGUAGES

English Native ●●●●●