

APRIL SHIREEN C. [FIRST DRAFT]

Google PPC/ Adwords Campaign Manager_Online Marketing Guru

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EXPERIENCE

Freelance Filmmaker

Exposure Crew 05/2021 - Present 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

Online Marketing Guys 01/2013 - 07/2024

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

Pnet 10/2020 - 07/2024 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

L'Oréal 04/2014 - 01/2017 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

University of Cape Town

03/2013 - 06/2013 Location

PASSIONS

Filmmaking and Visual Storytelling

Brand Strategy and Development

Digital Marketing and Analytics

LANGUAGES

English
Native



SUMMARY

Creative Freelance Filmmaker with a robust analytical acumen, adept at weaving data-driven insights into compelling narratives. Collaborates effectively with teams to interpret complex data through a cinematic perspective, enhancing project outcomes and engaging audiences. Over three years of experience as an Ecommerce Data Analyst and Quality Coordinator, proficient in transforming intricate datasets into strategic assets. Demonstrates expertise in refining lead generation strategies to optimize client interactions and drive informed business decisions. Skilled in leveraging analytical rigor to enhance customer engagement and elevate sales effectiveness across diverse projects.

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.

REFERENCES

Reference Name