



# LEROY NUNES

- 📍 London, United Kingdom
- ☎ +44 7498 158020
- ✉ leroynunes@yahoo.com

## PROFESSIONAL SUMMARY

- 5+ years digital strategy experience
- International digital experience across a number of key industry verticals: Automotive (Mercedes-Benz), Car Rental (Avis Budget), Financial Services (Standard Bank), Consumer Goods (Reckitt Benckiser, De'Longhi), Fashion Retail (Jet Online), Recycling (Remade Recycling), and eCommerce (eBay Global).
- Unique understanding of the advertising industry having worked across publishers, suppliers and agencies.
- Degree in Marketing and Management from the University of The Witwatersrand South Africa along with several digital marketing certifications across Google, Facebook, Red & Yellow Creative School of Business, and Cannes Lions.
- Digital native with a true entrepreneurial spirit and a strong background in digital media, research (Quant & Qual), user experience, communication planning, customer experience, creative strategy, CRM strategy and brand planning.
- Experience with a number of digital advertising tools: Google (Analytics, AdWords, Keyword Planner, Trends), Facebook (Ads manager, Page Insights, IQ), GWI, WARC, TGI, and Harvard Business Review.

## SKILLS

- Strong analytical, relationship, organizational and project management skills
- Firm grasp and keen interest in all things digital and tech
- Excellent interpersonal skills with the ability to work with a variety of internal teams and clients
- Out-of-the-box critical thinker and problem-solver
- Deadline-driven with experience in fast-paced environments
- Strong understanding of people and how they interact with digital media
- Proven track record in the development of strategic plans to benefit clients
- Strong understanding of Behavioural Science and Marketing Strategy
- People person and team player

### **Senior Digital Strategist 12/2019 to Present**

***Feed Agency, London, United Kingdom***

***Client: eBay Global***

- Create end-to-end digital marketing strategies by distilling insight into challenges, opportunities and roadmaps
- Lead and manage digital strategy projects from start to execution
- Research products, services, current strategies and competitors to identify new opportunities for clients
- Provide research, analysis and insight generation for all business activities (Quant & Qual)
- Ensure plans fit client goals, are optimised for multiple audiences, push to desired action and are tested and measured effectively
- Supporting the Global Client Services Director and CEO on New Business efforts through research, insights and in pitching
- Create convincing propositions, present strategy to clients and help Account and Creative teams plan, optimise, implement and test and measure
- Partner with creative teams to write and articulate insightful creative briefs
- Support account management to develop and maintain strong and trusted partnerships with clients
- Conduct end to end customer journey and experience mapping projects across clients and competitors (UX & CX)
- Plan and optimise CRM strategies
- Execute communication, brand and creative planning methodologies to ensure clients achieve pre-determined goals
- Act as a thought-leader within the agency for all things digital including training and workshopping for internal teams and clients
- Omni-channel digital role covering email, web, display, social and broader media channels

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### **Freelance Digital Strategist 04/2019 to 10/2019**

***Digital Optimization & Liquorish Ink, Johannesburg, South Africa***

***Clients: De'Longhi, Jet Online, Remade Recycling***

- Evaluate and implement improvements on digital strategy
- Research the latest digital tools and interactive trends
- Create integrated and cost-effective digital strategies
- Analyse and report on digital campaigns, customer and user data
- Map out how digital assets will be optimised for business results
- Identify and pitch for new business opportunities
- Manage positive internal and client relationships day to day and contribute to strategic problem solving
- Manage the campaign management team and ensure digital campaigns are set-up, optimised and reported on correctly
- De-construct competitive best practices in digital marketing and create benchmarks
- Identify opportunities for clients to use digital technology to enhance their overall marketing mix

## **Lead Digital Media Strategist 09/2018 to 12/2018**

**Zenith Optimedia, Johannesburg, South Africa**

**Clients: Reckitt Benckiser**

- Establish and maintain relationships with clients
- Develop strategic digital media plans that align with campaign and business objectives
- Present digital media strategies to clients
- Work within a client portfolio team to maximise integration between offline and online media
- Work with outside agencies to establish media goals, objectives and strategies and provide expertise when necessary in developing, negotiating and implementing creative media solutions
- Ensure that the campaign managers implement, maintain and optimise campaigns correctly and within approved budget
- Ensure that signed insertion orders and approved plans are sent to the buyer for loading and billing
- Ensure that the campaign launch and campaign performance reports are correct and are sent to client and all relevant parties on time
- Manage performance on all digital marketing campaigns, and assess against agreed upon goals (ROI and KPIs)
- Identify new business opportunities to grow the account
- Provide media insights and new developments to clients

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## **Digital Media Strategist 01/2018 to 08/2018**

**Wunderman, Johannesburg, South Africa**

**Clients: Mercedes-Benz, Avis Budget Car Rental, Standard Bank**

- Campaign management (Set-up, optimisation and reporting)
- Paid media planning, strategy and implementation (GDN, Search, YouTube, Facebook, Instagram, LinkedIn and Twitter)
- Third party supplier ambassador (In charge of actively seeking new innovations and vetting third party suppliers and relaying the information to the team)
- Customer journey mapping

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## **Digital Sales Executive 03/2017 to 12/2017**

**Mobiclicks, Johannesburg, South Africa**

- Manage and grow current client business and relationships
- New business development
- Compiling mobile location-based strategies

### **Digital Sales Executive 10/2016 to 02/2017**

#### **Caxton Digital, Johannesburg, South Africa**

- Digital sales and new business development
- Creation of strategic marketing proposals
- Google analytics reporting

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### **Digital Sales Intern 03/2016 to 10/2016**

#### **Spark Media, Johannesburg, South Africa**

- New business digital sales
- Job Shadowing of all company departments– Print and digital
- Set-up new business meetings for the sales team and compile pitch proposals

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### **Brand Ambassador 01/2012 to 02/2016**

#### **Promotions 24, Johannesburg, South Africa**

- Conduct market research
- Events set-up and operation assistance
- Lead generation for automotive brands

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## **EDUCATION**

- **University of The Witwatersrand, South Africa, January 2015**  
*Bachelor of Commerce: Marketing and Management*
- **Red and Yellow - Creative School of Business, South Africa, 2019**  
*NVQ Level 4: Digital Paid Media*
- **Red and Yellow - Creative School of Business, South Africa, 2016**  
*NVQ Level 4: Digital Marketing*
- **Red and Yellow - Creative School of Business, South Africa, 2016**  
*NVQ Level 4: Digital Sales*
- **Christian Brothers College, South Africa, December 2011**  
*A-Levels: Bachelors Pass*

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## **CERTIFICATIONS**

- **Facebook** (Core, Planning & Buying)
- **Google** (Mobile Basics, Mobile, Fundamentals, Display, Search, AdWords Basics, Analytics, Video, Display Basics)
- **Red and Yellow Creative School of Business** (Quirk Digital Marketing Guru)
- **Cannes Lions** (Marketing Strategy & Behavioural Science for Brands)