

SUZANNE SLABBERT

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Summary

Creative Marketing Executive with demonstrated record of success in marketing techniques and campaign development, specifically in B2B marketing sector, with strong commercial acumen and passion for marketing. Solid understanding of brand development, brand guidelines, digital marketing, analytics and KPIs. Recognised for quick understanding, strong desire to learn, and ability to use initiative to work alone or in a team. Successful at overseeing all stages of initiatives and building positive relationships. Exhibited problem-solving abilities and passion for creation, editing, and promoting quality content. Well-versed in tracking market trends and capitalising on opportunities.

Skills

- Market Analysis / Competitive Analysis
- Inbound Marketing / Lead Generation
- Ideal Customer Profiles / Buyer Journeys / Personas
- Wordpress
- Microsoft Office, Adobe Creative Suite, Hubspot,
- Developing Presentations and Reports
- Digital marketing / Email Marketing
- Social Media Marketing / Content Marketing
- Marketing Collateral Development
- Brand Development / Guidelines
- Marketing Strategy, Positioning, Messaging
- Search Engine Optimization
- Google Analytics, Ahrefs, SemRush, Moz Diibs
- Campaign Performance Tracking
- Budgeting
- Photography, Graphic Design, Creative Direction

Experience

Marketing Consultant RevHub Marketing

02/2023 to Current
Kinsale, Ireland

In providing my services to clients, my responsibilities include:

- Develop tailored marketing strategies, aligning with business goals and market trends.
- Showcase proficiency in social media content management, content promotion, and lead generation.
- Manage internal/external marketing communications, focusing on email marketing.
- Utilise CMS, primarily WordPress, to manage websites and optimize conversions.
- Apply SEO (Search Engine Optimisation) expertise, managing backlinks and on- and off-page tactics strategically.
- Interpreted analytics to create monthly KPIs, solving identified issues.
- Employ MS Office, Adobe Creative Suite, Hubspot, Wordpress, SEO tools, and content scheduling software.
- Ensure brand consistency, adhering to brand guidelines.
- Produce diverse content; leverage photography skills when needed.
- Conduct market analysis/research.
- Create and manage budgets for marketing campaigns and exhibitions.

Marketing Manager Apollo Africa

10/2021 to 01/2023
Durban, South Africa

Achievements:

- Joined Apollo Africa at its inception and spearheaded brand development, creation of marketing collateral, and inbound marketing attracting significant investment from major listed entity.
- Documented and refined sales and marketing processes, meticulously analysing buyer journeys, sales cycle, potential friction, and bottlenecks in the sales process. This gave valuable clarity and fostered buy-in from the CEO and other department heads.

- Successfully set up an ABM (Account Based Marketing) tiering system based on detailed market research, leading to the creation of a well-defined list of Target Accounts. Through personalized outreach campaigns on LinkedIn, achieved an excellent response rate of 40% and secured meetings with 90% of respondents.
- Recognizing the need for speed to market and lean operations, recommended HubSpot for its CRM and marketing automation functionality and implemented set up from scratch, increasing productivity by 100%.
- Built lead magnets, integrating them with HubSpot to sort respondents into ABM (Account Based Marketing) tiers, assign contact owners automatically, and enroll willing recipients into email marketing campaign, solidifying customer relations and enhancing overall business growth.

Responsibilities:

- Work remotely, reporting directly to the CEO.
- Coordinate and collaborate with team members in various geographic locations.
- Establish analytics reporting across multiple platforms for future campaigns and GTM (Go-To-Market) strategies.
- Oversee creative brief development and direct advertising across print, digital, and video assets.
- Rebuild the company's website to enhance mobile responsiveness and user experience.
- Execute multi-channel campaigns throughout the customer lifecycle to improve conversions and lead generation.
- Document and refine sales and marketing processes, analyzing buyer journeys, sales cycle, and identifying potential friction points and bottlenecks.
- Collaborate with management team to oversee and monitor marketing strategy.
- Manage the creation of marketing materials, collateral, and sales support tools.
- Track, analyze, and report on marketing program results.
- Conduct thorough market research to understand consumer needs and trends.
- Evaluate and report on campaign performance to stakeholders and leadership.
- Translate market knowledge and strategy into compelling stories and tools for business teams.
- Plan advertising campaigns across online, print, and other mediums.
- Develop marketing strategies aligned with corporate objectives and market trends.
- Supervise the creation of marketing materials and collateral.
- Plan and facilitate meetings to share marketing plans and communicate future business goals.
- Collect and analyze market research data for forecasting.
- Deliver marketing strategy updates to upper-level management.
- Negotiate with consultants and service providers for favourable pricing.
- Prepare marketing campaign budgets.
- Interview and hire talented individuals to strengthen the marketing team.

Marketing Manager Aquacat

**06/2020 to 09/2021
Durban, South Africa**

Achievements

- Conducted extensive market research, developed detailed buyer personas, segmented the market to target specific niche where our product would excel and price sensitivity was low, and revised our pricing strategy resulting in a 35% increase in Annual Recurring Revenue.
- Rebuilt the company website with mobile responsiveness for the USA launch.
- Leveraged influencer marketing on social media, achieving significant brand awareness and engagement with impressive results: One Facebook video garnered 8.1 million views and 109k likes. Another video on YouTube achieved 977k views and 5.3k likes. This positively impacted SEO (Search Engine Optimisation) KPIs (Key Performance Indicators) including a 65% increase in search queries with navigational intent, a 44% increase in queries with transactional intent, and a 15% increase in queries with commercial investigation intent. Average organic CTR (click-through rate) increased by 20%, with transactional intent keywords increasing by 35% to a CTR of 61%, and commercial intent keywords averaging 40% (a 25% increase). Search engine rankings also improved. Several queries ranked in first position and maintained consistent presence within top 10 for valuable keywords.
- Played a key role in driving record sales and quadrupling annual revenue.

Responsibilities:

- Developed and executed comprehensive marketing and sales strategies, incorporating market research and customer insights to identify business opportunities.

- Oversaw and monitored marketing strategy, collaborating with the management team.
- Created and implemented social media marketing strategies to enhance brand visibility and drive sales.
- Managed the production of marketing materials, collateral, and sales support tools.
- Utilized MS Office and content management systems for content creation, editing, and promotion.
- Leveraged SEO and keywords to optimize website visibility and improve search rankings.
- Ensured brand consistency by adhering to brand guidelines and implementing strategy across various channels.
- Conducted market analysis and research to understand consumer needs and industry trends.
- Developed and tracked key performance indicators (KPIs) to measure the effectiveness of marketing campaigns.
- Collaborated with sales and marketing teams, fostering effective communication and coordination.
- Managed websites using WordPress, implementing on-page and off-page SEO techniques.
- Implemented inbound marketing strategies to attract and engage target audiences.
- Demonstrated excellent written and verbal communication skills in internal and external marketing communications.
- Executed email marketing campaigns and managed the company database and CRM.
- Assisted in budgeting for marketing campaigns and exhibitions, ensuring optimal resource allocation.
- Utilized analytics tools like Moz, Ahrefs, SemRush to interpret data and inform marketing strategies.
- Planned and organized events, including event marketing and public relations activities.
- Collaborated with colleagues and external partners to drive collaboration and achieve marketing goals.
- Showed initiative and problem-solving skills in developing marketing policies and procedures. Delivered marketing strategy updates to upper-level management.
- Prepared marketing campaign budgets with finance personnel.
- Conducted research to determine ideal markets for products and services.
- Created marketing policies and procedures, evaluating, and revising to maximize team efforts.

Entertainment Specialist
Jade Productions

12/2011 to 05/2020
Durban, South Africa

Achievements:

- Doubled the monthly turnover within the first year through strategic brand awareness, relationship-building, market segmentation, consultative personal sales, product development, lead generation, networking.
- Conducted comprehensive SWOT and competitor analysis of luxury cruise entertainment market for positioning strategies resulting in a 200% increase in turnover.

Responsibilities:

- Organized and executed events with precision and attention to detail.
- Collaborated with a team to plan and schedule programs and activities.
- Utilized social media and digital marketing to promote open positions and attract qualified candidates.
- Conducted effective recruitment strategies to meet staffing needs.
- Managed job application processes and conducted screening interviews.
- Maintained brand consistency and communicated job details to applicants.
- Resolved issues through thorough research and quick problem-solving.
- Established and nurtured relationships with vendors and contractors for marketing and sales strategies.
- Developed business plans and growth models for profitable revenues.
- Cultivated strategic relationships with clients to drive business objectives.
- Created marketing materials and proposals for prospective clients.
- Conducted market research to understand consumer needs and trends.
- Implemented successful business strategies to increase revenue and target new markets.
- Managed content creation, editing, and promotion for marketing materials.
- Coordinated marketing events to showcase products and services.
- Fostered partnerships with internal and external stakeholders.
- Conducted market analysis to identify ideal target markets.

Marketing Coordinator
Rhythm Marketing

01/2006 to 11/2011
Durban, South Africa

- Developed and implemented brand marketing strategies to enhance brand awareness and visibility.

- Collaborated with the marketing team to devise effective communication strategies aligned with business objectives.
- Conducted market research and formulated marketing strategies based on market analysis.
- Assisted in the development of business plans to drive marketing initiatives.
- Utilized WordPress to build and update websites.
- Gathered and analyzed market research data for accurate forecasting.
- Researched and identified target markets for products and services.
- Implemented PR strategies, including copywriting and media liaison.
- Managed trade shows and expos.
- Provided administrative support to enhance marketing efforts.
- Created, proofread, and edited content in line with brand guidelines.
- Proposed innovative ideas and initiatives to promote company brand awareness.
- Collaborated with the marketing manager to plan and execute campaign strategies.
- Monitored and adjusted promotional content based on responses to meet objectives.
- Assisted in lead generation planning and targeting prospects.
- Developed internal and external marketing communications to support localized initiatives.
- Oversaw the development of marketing collateral.
- Conducted competitive research and analysis to support strategic marketing initiatives.
- Planned and executed advertising campaigns across various mediums.
- Coordinated marketing events to showcase product offerings.
- Developed marketing strategies aligned with corporate objectives and market trends.
- Worked closely with customers to tailor marketing offerings and strategies to their business needs.
- Created compelling marketing materials and collateral.

Education and Training

Certification: SEO (Search Engine Optimisation) Hubspot Academy	05/2023 Ireland
Certification: SEO (Search Engine Optimisation) II Hubspot Academy	05/2023 Ireland
Certification: Google Analytics Google	05/2023
Certification: Inbound Hubspot Academy	03/2023 Ireland
Bachelor's Degree Equivalent: Marketing Institute of Marketing Management Graduate School of Marketing	11/2008 South Africa
<ul style="list-style-type: none"> • Business Law (Distinction) • Marketing Communication (Distinction) • Marketing Research (Distinction) • Consumer and Buyer Behaviour (Distinction) • Statistical Analysis • Microeconomics • Macro Economics 	<ul style="list-style-type: none"> • Business Communication • Business Management • Principles of Marketing • Practice of Marketing • International Marketing • Marketing Strategy • Financial Aspects of Marketing

Languages

English: First language