

Ivan du Plessis

Digital Marketing Specialist |  Southeast Asia-based | Open to APAC & EMEA Time Zone Roles
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PROFESSIONAL SUMMARY

Versatile Digital Marketing Specialist with experience executing multi-channel campaigns, optimizing performance through analytics, and producing creative assets that drive lead generation and brand growth. Skilled in SEO/SEM, paid social, email automation, and content strategy. Seeking a remote role to expand brand visibility, generate qualified leads, and deliver measurable ROI.

WORK EXPERIENCE

Digital Biz Leads

Digital Marketing & Campaign Specialist

Atlanta, GA + Miami, FL

Jan 2023 - Present

- Produced 25+ high-impact ad creatives daily (image, video & copy) across five clients; campaigns reached tens of thousands and drove higher engagement.
- Collaborated directly with senior media buyers and clients to select top-performing creatives, optimizing campaigns for lead generation, engagement, and sales performance.
- Assisted in monitoring campaign dashboards and analyzing performance data, contributing insights to refine messaging and creative elements across campaigns for continual improvement.
- Coordinated cross-functional feedback between clients and media buyers, reducing campaign revision cycles by 30% and accelerating time-to-launch for multiple campaigns.

She Reigns Creative

Marketing & Lead Generation Specialist

New York, NY + California, CA

Jul 2022 - Dec 2022

- Created and optimized cold email outreach to 10,000+ prospects, achieving a 5% reply rate and generating ~\$72k in revenue in six weeks.
- Developed multi-step email sequences, tested subject lines and CTAs, boosting conversion rates by 35%.
- Designed and implemented landing pages and nurture flows, increasing booked appointments by 20%.

Whatagraph

Account Executive / Digital Marketing Support

Vilnius, Europe

Jan 2022 - June 2022

- Delivered 5+ SaaS product demos daily for APAC-region agency owners, helping close 20% more deals.
- Managed client onboarding flows, and leveraged CRM data to reduce deal closure time by 30%.
- Trained users and created knowledge-base assets, reducing support tickets by 25%.
- Built and maintained a pipeline of 100+ prospects per week with my SDR team using CRM and outreach tools, consistently exceeding weekly demo targets by 20%.

Kitchen Bedroom Gallery (family business)

Sales Manager | Marketing Operations Specialist

Johannesburg, South Africa

Jan 2010 - Dec 2021

- Directed marketing campaigns and operations across 10 showrooms; achieved 25% year-on-year revenue growth.
- Implemented database segmentation for follow-up campaigns; improved retention by 20% and referrals by 15%.
- Created SOPs for marketing, sales and installation teams, increasing efficiency and standardizing customer-facing operations.

SKILLS & SYSTEMS

- Digital Marketing Channels:** Paid Social (Facebook/Instagram), Google Ads (Search & Display), SEO/SEM, Email Automation, Content Marketing
- Analytics & Optimization:** Google Analytics, Facebook Insights, A/B Testing, Campaign Performance Monitoring, Cost-Per-Lead Reduction
- Creative & Campaign Tools:** Canva, Video Editing (simple motion/IG stories), Elementor Pro (landing pages), Meta Ads Library
- CRM & Automation:** GoHighLevel, ActiveCampaign, Pipedrive, Zapier, Google Workspace
- Core Competencies:** Multi-channel Campaign Strategy • Lead Generation • Conversion Funnel Optimization • Performance Reporting • Brand Growth
- Soft Skills:** Data-Driven • Detail-Oriented • Adaptable • Time-Management • Clear Communication

CAREER GOAL

To join a growth-oriented marketing team as a Digital Marketing Specialist, leveraging my creative campaign production, analytics expertise, and remote-work experience to drive brand awareness, lead acquisition, and business growth.