

Ivan du Plessis

Media Buyer / Facebook Ads Manager |  Southeast Asia-based | Open to U.S. & Global Time Zone Roles
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PROFESSIONAL SUMMARY

Creative-driven and detail-oriented professional with proven experience supporting multiple 7-figure digital marketing agencies. Skilled in producing high-performing Meta ad creatives, conducting ad library research, and building swipe files across various niches including gyms, dental clinics, Forex trading, and info products. Currently seeking a mentorship opportunity under a senior Media Buyer to master campaign setup, optimization, and fulfillment — with the goal of becoming a full-time Meta Media Buyer & Fulfillment Specialist.

WORK EXPERIENCE

Digital Biz Leads

Meta Ads Creative Specialist | Campaign Support Specialist

Atlanta, GA + Miami, FL

Jan 2023 – Present

- Collaborated directly with Meta Media Buyers to produce 100+ ad creatives weekly across multiple client verticals (fitness, dental, Forex, and info products), accelerating campaign launch turnaround times by 30%.
- Built extensive ad swipe libraries via Meta Ads Library, analyzing 50+ top-performing offers per niche to guide creative direction, ad copywriting, and landing page improvements.
- Assisted with funnel and landing page builds using WordPress and Elementor, aligning design and copy with proven conversion frameworks and connecting Twilio numbers and lead forms to GoHighLevel software.

She Reigns Creative

Cold Email Marketing | Lead Generation Specialist

New York, NY + California, CA

Jul 2022 - Dec 2022

- Supported the agency's outbound marketing efforts by creating conversion-optimized ad creatives and email sequences that helped generate \$72,000 in sales within six weeks.
- Executed A/B split testing on subject lines, email copy, and call-to-action statements, leading to a 35% increase in conversion rates, showcasing problem-solving and customer support skills.
- Developed high-converting Landing Pages that improved user experience and boosted booked appointments by 20%, highlighting customer service and problem-solving skills.

Whatagraph

Account Executive / Tech Support

Vilnius, Europe

Jan 2022 - June 2022

- Conducted an average of 5 demo calls per day, showcasing SaaS reporting software, reflecting strong communication and customer service skills resulting in 25% closed deals.
- Delivered demo calls to Agency owners across (APAC) Asia-Pacific region, including Australia, New Zealand, Malaysia, Singapore, India, Philippines, my calendar was jam-packed with demo & follow-up calls.
- Utilized tech tools such as Slack, Zoom, Salesforce, Zendesk, Intercom, and Whatagraph Analytics to deliver professional client support and workflow visibility.

Kitchen Bedroom Gallery (family business)

Sales Manager | Marketing Operations Specialist

Johannesburg, South Africa

Jan 2010- Dec 2021

- Managed a 15-person sales team across 10 showrooms, growing company turnover by 25% year-over-year through strategic sales processes and high-converting marketing materials.
- Developed standardized sales scripts and visual ad assets that helped other showrooms replicate the success of the flagship branch.
- Delivered consistent client satisfaction and loyalty by optimizing communication systems and showroom-level training programs.

SKILLS & SYSTEMS

- **Meta & Ad Tools:** Meta Ads Library, Meta Business Suite, Facebook Ads Manager (Training), Canva, Ad Creative Strategy, A/B Testing, Landing Page Design, Swipe File Research, Audience Research
- **Marketing & Tech Systems:** GoHighLevel CRM, WordPress, Elementor Pro, ClickFunnels, Google Workspace, Slack, Trello, Notion, Zapier, Asana, Loom.
- **Core Competencies:** Creative Concept Development • Offer Analysis • Campaign Research • Funnel Optimization • Performance Reporting • Cross-Team Collaboration • Ad Copy Ideation • Visual Storytelling
- **Soft Skills:** Detail-Oriented • Analytical Thinking • Creative Problem Solving • Proactive Communication • Adaptability • Time Management • Growth Mindset

CAREER GOAL

To train under an experienced Senior Media Buyer, mastering Meta Ads campaign setup, targeting, and optimization — and transition into a full-time Media Buyer / Fulfillment Specialist responsible for managing profitable campaigns end-to-end.