

# Ivan du Plessis

Media Buyer / Facebook Ads Manager | 📍 Southeast Asia-based | Available For Global Remote 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 focused on working under an experienced Media Buyer to refine campaign setup, optimization, and performance execution, with the goal of transitioning into a full-time Meta Media Buyer / Performance Specialist.

## WORK EXPERIENCE

### **Digital Biz Leads**

**Atlanta, GA + Miami, FL**

*Meta Ads Creative Specialist | Campaign Support Specialist*

*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**

**New York, NY + California, CA**

*Cold Email Marketing | Lead Generation Specialist*

*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**

**Vilnius, Europe**

*Account Executive | Tech Support*

*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)**

**Johannesburg, South Africa**

*Sales Manager | Marketing Operations Specialist*

*Jan 2010- Dec 2021*

- Designed custom kitchen layouts using Planet Pro CAD software, converting client floor plans into 3D kitchen renderings with full cabinetry breakdowns and pricing options, improving decision clarity and purchase speed.
- Presented tiered pricing structures (budget, mid-range, premium) for each project, simplifying decision-making and improving conversion rates across showroom sales processes.
- Trained and managed 15+ sales consultants across multiple showrooms, improving consistency in client engagement and increasing overall showroom performance.

## 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.