

Tian Nel

Senior Marketing Manager

I am a results-driven Marketing Manager with over eight years of experience crafting impactful digital strategies across major platforms. As both a Creative Team Lead and Digital Marketing Manager, I blend expertise in design, analytics, and communication to drive brand growth and deliver measurable results. Skilled in data-driven campaigns, social media advertising, and content marketing, I excel at optimising performance while fostering strong relationships with clients and teams. Adaptable and solution-oriented, I thrive under pressure, balancing creativity with a strategic focus to achieve success.



WORKING STYLE

Skills and Experience

Technical skills & Software tools

- Meta
- Instagram
- X (Twitter)
- LinkedIn
- Mailchimp
- WordPress
- Shopify
- Wix

Professional skills

- Strategic Marketing Skills
- Social Media Strategy & Execution
- Project Management
- Brand Strategy & Brand Development
- Content Marketing Strategy
- Paid Media Advertising
- Campaign Budget Management

Industry Experience

- Advertising & Marketing
- Art & Design
- Business Management & Consulting
- Coaching & Education
- Charities & Social Services
- Electronics & Technology
- Entertainment & Event Management
- Fashion & Beauty
- FMCG, Retail & Consumer Goods
- Healthcare, Medical, Health & Wellness
- Legal & Law
- Leisure & Recreation
- Pet & Animals
- Property & Real Estate
- Transportation
- Travel & Tourism

Work Experience

Senior Marketing Manager

Outsourcery
Jun 2020 - Current

- Lead the creative team, overseeing content, design, SEO, and email marketing to deliver cohesive campaigns.
- Develop and implement digital marketing strategies tailored to client objectives, ensuring alignment with business goals.
- Manage client accounts and team operations, fostering collaboration and ensuring projects are delivered on time.
- Oversee community management, driving consistent engagement and growing online audiences.
- Produce detailed weekly and monthly reports, analysing performance and providing actionable insights to improve campaign outcomes.
- Deliver high-quality design work that strengthens brand identity and maximises campaign effectiveness.
- Successful project management of various tasks with tight deadlines that highlight adaptability / resourcefulness (once-off tasks, website design & build, video editing etc.)

Highlights:

- Property Developer (Scotland):** Developed brand guidelines, conducted competitor research, created a paid ads proposal, and designed a social media plan to showcase properties and local lifestyles.
- Mortgage Lender (UK):** Delivered brand guidelines, competitor reviews, and blogs focusing on UK mortgages and insurance. Also contributed to web work.

Social Media Manager

Webwiser.io
Jun 2017 - Jun 2020

- Managed social media campaigns for local and international SMEs across food & beverage, education, office space, fashion, and maintenance industries.
- Developed and implemented digital marketing strategies to drive brand awareness and engagement.
- Created engaging content and copy for various social media platforms, tailored to each industry and audience.
- Led account management efforts, building strong client relationships and ensuring satisfaction.
- Executed paid social media advertising campaigns, optimising for maximum ROI and engagement.
- Analysed performance metrics and provided actionable insights through detailed reporting.
- Fostered community engagement, responding to inquiries and maintaining a positive brand presence.
- Collaborated with teams to align social media efforts with broader business goals and strategies.
- Led various campaigns (Black Friday/Seasonal/Event) that boosted client sales by up to 150%.

Education & Certifications



Diploma in Sound Engineering

Cape Audio College

seamless

Contact Us

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Resources

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