

# Qhama Daka

## Digital Marketing & eCommerce Specialist

A results-oriented digital marketing specialist with over 4 years of experience in developing and executing successful digital marketing campaigns across multiple channels. Proven track record of leveraging data driven insights to increase website traffic, generating leads & sales, and improve brand visibility for clients across various industries.

Currently seeking to leverage my expertise in driving online visibility, increasing brand awareness, and maximising leads & conversions for an organisation committed to growth and innovation.

### Contact Info

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🌐 [qhamadaka.com](http://qhamadaka.com)

📍 Cape Town, Western Cape

### Education

#### BSc in Applied Statistics -

#### University of Cape Town

Feb 2016 - Nov 2020

#### MBA Essentials - Springboard

Apr 2023 - Present (505+ hours)

#### Google Ads & Analytics -

#### Skillshop

2023 & 2019

#### SEO Training Course -

#### Springboard

2021 (44+ hours)

#### Fundamentals of Digital

#### Marketing - Springboard

2020 (40+ hours)

#### Copywriting Course -

#### Neville Medhora

2020 (15+ hours)

### Work Experience

#### Digital Marketing Specialist at Turrim International

July 2022 - June 2023

- Developed and executed digital marketing strategies and campaigns for three brand websites and four e-commerce websites which resulted in:
  - An increase in e-commerce conversion rate from 1.8% to 7% within six months.
  - An increase of 35% in annual e-commerce revenue in 2022 vs 2021.
  - A 93% increase in social media engagement through targeted campaigns and engagement strategies.
  - Improved ROAS from 2.5:1 to a higher than average 10.9:1, demonstrating effectiveness of advertising campaigns and budget allocation.
  - Increased B2B lead generation from 20 new leads per month to 350 new business leads per month.
- Developed and managed paid campaigns across Google Ads, Instagram, LinkedIn and Facebook to generate leads & sales.
- Conducted digital research on trends, competitors, and opportunities to expand Turrim's digital footprint.
- Email Marketing - Responsible for creating and scheduling email campaigns and automations on the ESP.
- Conducted keyword research for SEO and PPC campaigns.
- Implemented on-page SEO optimisation strategies
- Created SEO optimised content for the websites and content for social media.
- Tracked digital marketing performance and ad spend, providing monthly reports on the performance of marketing campaigns.

## Skills

- Search Engine Optimisation
- PPC Advertising
- Email Marketing
- Social Media Management
- Content Marketing
- Qualitative Research
- A/B Testing
- Ad Copywriting
- Brand Management
- Project Management
- Data Analysis & Reporting
- Landing Page Optimisation
- Web/ UI/ UX Design
- Marketing Strategy Development and Execution
- Graphic Design
- Customer Service
- Collaboration & Team Leadership

## Tools

- Google Ads, Analytics, Tag Manager & Console
- Google Data Studio
- Facebook, Instagram & LinkedIn Ads
- SEMRush, Surfer SEO & Ahrefs
- GT metrix & Screaming Frog
- Rank Math & Yoast SEO
- HTML, CSS & Vanilla Javascript
- WordPress, WooCommerce, & Shopify
- MailChimp, Klaviyo, & Everlytic
- Adobe Photoshop & Canva
- Hotjar & Qlik
- Hootsuite & Sprout Social
- HubSpot & Zoho CRM
- ClickUp, Trello & Asana
- Slack, Jira & Notion.

## Omni Merchant at The Foschini Group (The FIX)

Feb 2022 – June 2022

- Managed email content strategy, design briefs, copy briefs, campaign and automation execution on the ESP.
- Set up online offers and ensured products were live on time for all campaign launches and promotions.
- Compiled weekly performance reports and conducted weekly competitor analysis to ensure agreed KPIs (online availability, sales, stock flow, and IMUs) were met to drive commercial growth.
- Managed daily product management, including writing SEO-friendly product descriptions that were in line with Facebook's Ad and Ecommerce policies.
- Ensured that the stock in both the distribution center and courier partner were available online on a daily basis.
- Worked closely with Assistant Buyers and the Central Design and Photography studio to ensure allocated stock was shot and live on the site.
- Conducted daily site maintenance, working closely with the Omni Manager and Brand Manager to fix site issues and improve the UX/UI of the online store.
- Utilised Freshdesk to resolve escalated issues about customer orders to ensure they were fulfilled and delivered promptly.

## Ecommerce Manager at Earthly Sent

Jan 2021 – Nov 2021

- Executed email marketing campaigns which resulted in a 15% increase in the open rate and a 21% increase in email marketing revenue.
- Executed and optimised the PPC campaigns across various platforms, contributing to an average increase of 7.3% in click-through rates and 6.1% increase in conversion rates.
- Implemented on-page SEO optimization strategies.
- Performed A/B testing and optimization of ad creatives, landing pages, and bidding strategies to improve campaign performance and maximize ROI.
- Managed strategic site redesign & used A/B testing to improve the UX & brand messaging, engage new users, and improve conversion which resulted in 17% increase in AOV, 8% increase in visit duration, and 19% decrease in bounce rate.
- Implemented technical SEO practices to improve website speed, mobile optimisation, and site architecture
- Monitored competition and collected customer feedback to identify areas of improvement for business growth.
- Managed social media accounts, created social media content and scheduled posts.

## References

### Ms Abigail Jacobs

Head of eCommerce and Digital Marketing at Turrin International

Cell: 082 692 2941

Email: jacobs.abigail@gmail.com

### Mr Andrew Barrett

OLICO Co-Founder & Director

Cell : 082 903 5979

Email: andrew@olico.org

### Digital Marketing Freelancer at Upwork, Fiverr & Freelancer.com

Oct 2018 – Jan 2021

- Designed websites using WordPress and Shopify for multiple clients.
- Planned and executed social media, SEO and PPC campaigns.
- Content Creation: guides, blogs, social media posts & newsletters.

### School Coordinator at OLICO Maths Education

Nov 2019 – Dec 2020

- Organised after-school sessions at Heideveld Secondary.
- Managed 6 assistant tutors & personally tutored Grade 9 learners.
- Tracked and documented the progress and attendance of 130 learners.
- Managed the replenishment of stationery & other school supplies.
- Collaborated with the OLICO team to contribute to program design and strategic development.

### Mathematics Tutor at OLICO Maths Education

Feb 2019 – Nov 2019

- Tutored a group of 30 Grade 8 learners, traced individual's progress and maintained their results.
- Facilitated academic support sessions for learners requiring extra assistance and assisted with event planning.

### Student Assistant at UCT Oppenheimer Library

Feb 2019 – Nov 2019

- Assisted students with Microsoft Office 2016, the library catalogue (PRIMO) and electronic databases.
- Assisted the library staff with administrative tasks, UCT library events and the Orientation program.

### Vacation Receptionist at Forest Hill Residence

Nov 2018 – Jan 2019

- Welcomed guests, completed registration processes, and guided them to their assigned rooms.
- Adhered to established procedures for key management, accurately maintaining records and preparing daily report sheets.
- Managed a multi-line phone system, & coordinated guest bookings.

### Student Caller at UCT Phonathon

Jun 2018 – Jul 2019

- Informed alumni about the UCT Food Program and helped raise R1 mil over 4 weeks by negotiating and securing pledges.
- Updated the alumni's demographic information in the UCT database system and kept all information confidential.