

Qhama Daka

E-COMMERCE & DIGITAL MARKETING MANAGER

Summary

Strategic Marketing Manager with over 6 years of experience in e-commerce and digital marketing. Lead a 15-member team to achieve measurable results, including driving ROI improvements, enhancing customer engagement, and growing revenue.

Skilled in developing multi-channel campaigns, optimising conversion rates, and leveraging analytics to guide business strategy.

Contact Info

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qhamadaka.com

Cape Town, Western Cape

Education

BSC IN APPLIED STATISTICS

University of Cape Town

Feb 2016 - Nov 2020

MARKETING SCIENCE PROFESSIONAL

Meta Blueprint

In progress

INBOUND MARKETING CERTIFICATION:

Hubspot Academy

2024

GOOGLE ADS CERTIFICATION

Google Skillshop

2024

SEO TRAINING COURSE

Springboard

2021

FUNDAMENTALS OF DIGITAL MARKETING

Springboard

2020

Experience

ECOMMERCE & DIGITAL MARKETING MANAGER

Monark Global (Tru-Diamonds™, Violet Jordan, TruLuxe Competitions, Eternally Tru™, My Imagination Toys™)

Aug 2023 - Present

- Manage and optimise Klaviyo email marketing, reducing bounce rate from 0.435% to 0.124% and achieving open rates of 53.2%, surpassing industry benchmarks.
- Implemented abandoned cart, checkout, and browse flows, generating £85,682 in revenue within 4 months.
- Introduced SMS marketing, growing subscribers from 204 to 7,197 in 7 months, resulting in £15,524 from campaigns.
- Manage an annual marketing budget of £1.5M and optimised paid ads, increasing average ROAS from 3.05 to 4.45 and reducing cost-per-purchase from £93.81 to £45.05.
- Engineered comprehensive dashboards in Looker Studio and Polar Analytics, consolidating over 50 key performance indicators to track performance metrics, now accessed by 15+ team members daily for informed decision-making.
- Directed SEO and SEM campaigns, boosting web traffic by 30% in a year.
- Increased Google Business Profile rating from 3.5 stars (21 reviews) to 4.7 stars (234 reviews) through targeted email campaigns.
- Direct a team of 15+ marketing professionals, achieving a 30% improvement in team productivity through streamlined workflows and clear KPIs

DIGITAL MARKETING SPECIALIST

Turrim International

July 2022 – June 2023

- Increased e-commerce website conversion rates from 1.8% to 4.7% within six months.
- Achieved a 35% increase in annual e-commerce revenue and improved social media engagement by 93%.
- Enhanced paid media campaigns ROAS from 2.5:1 to 10.9:1, showcasing exceptional budget allocation and campaign effectiveness.
- Improved B2B lead generation from 20 leads/month to 350 leads/month.
- Created email campaigns and automations, boosting customer engagement and retention.
- Conducted customer segmentation analysis, improving personalisation and increasing email click-through rates by 60%.

Skills

- Digital Marketing Strategy
- Multi-Channel Marketing
- Conversion Rate Optimisation
- Strategic Planning and Budgeting
- Data-Driven Decision Making
- Data Analysis: A/B Testing, Dashboard Creation, Campaign Reporting
- Search Engine Optimisation
- Search Engine Marketing
- Email Marketing
- Social Media Marketing
- Native Advertising
- Content Marketing
- Qualitative Research
- Ad Copywriting & Optimisation
- Project management
- Landing Page Optimization
- Web/ UI/ UX Design
- E-Commerce Platform Management
- Graphic Design
- Customer Service
- Cross-Functional Team Leadership

Tools

- Google Ads, Analytics, Tag Manager & Console
- Polar Analytics
- Looker Studio
- Meta Ads, TikTok Ads & Pinterest Ads
- Taboola Ads
- LinkedIn Ads & Sales Navigator
- SEMRush, Dibb SEO, Surfer SEO & Ahrefs
- GT metrix & Screaming Frog
- Rank Math & Yoast SEO
- HTML, CSS & Vanilla Javascript
- WooCommerce, Wix & Shopify
- MailChimp, Klaviyo, & Everlytic
- Adobe Photoshop & Canva
- Hotjar, Microsoft Clarity & Qlik
- Hootsuite & Sprout Social
- HubSpot, Salesforce & Zoho CRM
- ClickUp, Trello & Asana
- Slack, Jira & Notion.
- AI tools

OMNI MERCHANT

The Foschini Group (The FIX and Exact)

Feb 2022 – June 2022

- Developed email content strategies, increasing engagement through targeted campaigns.
- Executed online campaigns and promotions, ensuring seamless execution across platforms.
- Managed daily product uploads and maintained SEO-friendly descriptions, adhering to e-commerce policies.
- 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.
- Conducted daily site maintenance, working closely with the Omni Manager and Brand Manager to fix site issues and improve the UX of the online store.
- Worked closely with Assistant Buyers and the Central Design & Photography Studio to ensure timely product inclusion for photography and content production, aligning with campaign deadlines and merchandising strategies.

ECOMMERCE MANAGER

Earthly Sent

Jan 2021 - Jan 2022

- 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 SEO optimisation strategies to improve website visibility and search engine rankings.
- Performed A/B testing and optimisation of ad creatives, landing pages, and bidding strategies to improve campaign performance and maximise 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 engaging social media content and scheduled posts.

DIGITAL MARKETING FREELANCER

Upwork, Fiverr & Freelancer.com

Oct 2018 – Jan 2021

- Designed and developed responsive WordPress and Shopify websites for multiple B2B and B2C clients..
- Planned and executed social media and PPC campaigns to boost client visibility and sales.
- Created diverse content, including blogs, infographics, and newsletters, to drive engagement.
- Improved website rankings and website visibility and ranking for clients through strategic keyword research, optimised content, and SEO strategies.
- Implemented effective lead-generation strategies and successfully managed email marketing campaigns.