

PORTFOLIO

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Table of Content

About Me	... 1
Education	... 2
Work Experience	... 3
Case Studies	... 4 - 11
Clients	... 12
Testimonials	... 13
Contact	... 14

1

I'm Qhama

MARKETING MANAGER | GROWTH STRATEGIST

ABOUT ME

I'm a results-driven marketing leader with a BSc in Statistics and over 7 years of experience delivering powerful brand messaging, generating revenue growth, and developing integrated campaigns that truly connect.

I'm known for blending creative thinking with data-led strategy to launch high-performing initiatives across retail, e-commerce, FMCG, B2B and digital platforms.

I've led marketing teams, built customer journeys that boost loyalty and sales, and consistently delivered measurable growth – even in resource-constrained environments. I believe in making bold decisions, staying close to customer insight, and working smart to deliver what matters most: real results.

KEY SKILLS

- Digital Marketing Strategy
- SEO & SEM
- Conversion Rate Optimisation
- Data Analytics
- Marketing Research & Analysis
- Email & SMS Marketing
- Content Marketing
- Social Media Marketing
- Customer Acquisition & Retention
- Brand Building



2

3

4

5

6

7

8

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10

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12

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14

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11

12

13

14

Education



Bachelor's of Science (BSc) in Applied Statistics

University of Cape Town



Foundations of Digital Marketing and E-commerce

Cousera - Google

Google Analytics Certification

Skillshop

Google Ads Certification

Skillshop



Digital Marketing Certification

HubSpot Academy

Inbound Marketing Certification

HubSpot Academy

Social Media Certification

HubSpot Academy

Overview of My Experience

1

2

3

4

5

6

7

8

9

10

11

12

13

14

2022

- Digital Marketing Manager - Turrim International
- Omni Merchant - The Foschini Group

eCommerce

Retail

FMCG

2018

- Digital Marketing Freelancer

eCommerce

Retail

FMCG

Hospitality

Education

SAAS

2023 - Present

- Marketing Manager - Monark Global
- Freelance Digital Marketing Specialist

eCommerce

Retail

2021

- E-commerce Manager - Earthly Sent

eCommerce

Retail

FMCG

1

2

3

4

5

6

7

8

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10

11

12

13

14

Case Study 1: Half-Price Jewellery Sale Campaign

GOAL

Increase sales and clear overstocked inventory during a seasonal promotional window, without damaging brand perception or overwhelming internal teams.

MY ROLE

- Campaign strategist
- Media buyer
- Email marketing lead
- Landing page designer
- Team coordinator

STRATEGY

I designed a multi-channel campaign for Tru-Diamonds' Half-Price Sale that felt exclusive, urgent, and on-brand.

- Created the promotion framework: rotating weekly collections with dynamic copy and creative
- Managed Meta ad funnel strategy: Top-of-Funnel video views ads with retargeting across warm audiences
- Built landing pages with PageFly to guide users to high-converting collections
- Implemented Klaviyo email campaigns and flows to convert returning users and abandoned carts
- Coordinated creative production (copy, banners, image assets) across teams and freelancers

TOOLS USED

- Meta Ads
- Klaviyo
- Google Ads
- Microsoft Ads
- TikTok & Instagram
- GA4 & Polar Analytics
- Microsoft Clarity
- PageFly
- Canva
- Shopify

RESULTS

- Revenue lifted significantly during the campaign window
- 50%+ email open rates during peak sends
- Retargeting ads delivered 3.8x ROAS
- Customer list growth +14% over 4 weeks

Int spent	Website purchase...	Purchases	Average purchases...
£79,457.71	3.76	2,666	£112.16
£387.42	—	—	—
£68,250.96	3.40	2,183	£106.24
£70,842.16	2.83	1,990	£100.69

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14

Case Study 2: £2.5M Black Friday Campaign

GOAL

Break the company's 2023 sales records with a fully integrated Black Friday campaign across paid ads, email, and influencer marketing.

MY ROLE

- Strategy lead
- Ad buyer
- Email copywriter
- Influencer coordinator
- Campaign performance analyst

STRATEGY

Led the planning and execution of a 360° Black Friday strategy:

- Built pre-sale warm-up and hype sequences across email and social
- Created tiered offers and messaging based on purchase history and customer segments
- Devised high-converting Meta ad strategy with new creatives for each stage of the funnel
- Collaborated with influencers to build credibility and reach
- Developed all Klaviyo flows and campaigns with precise send times and testing

TOOLS USED

- Meta Ads
- GA4 & Polar Analytics & Microsoft Clarity
- Klaviyo
- Looker Studio & Google Sheets
- Google Ads
- PageFly
- Microsoft Ads
- Canva
- Upfluence
- Shopify

RESULTS

- Over £2.9M in revenue generated during the sale window
- 5.2:1 ROAS across Meta Ads
- Exceeded the previous year's revenue by 150%



- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14

Case Study 3: Brand Repositioning for Beauty Brand

GOAL

Help reposition Violet Jordan — a beauty brand for midlife women — to improve brand identity, boost repeat purchase rates, and strengthen its emotional connection with customers.

MY ROLE

- Brand messaging strategist,
- Blog and email copywriter
- Retention marketer
- Email flow architect
- SEO

STRATEGY

Led a subtle rebrand through content, copy, and email flows:

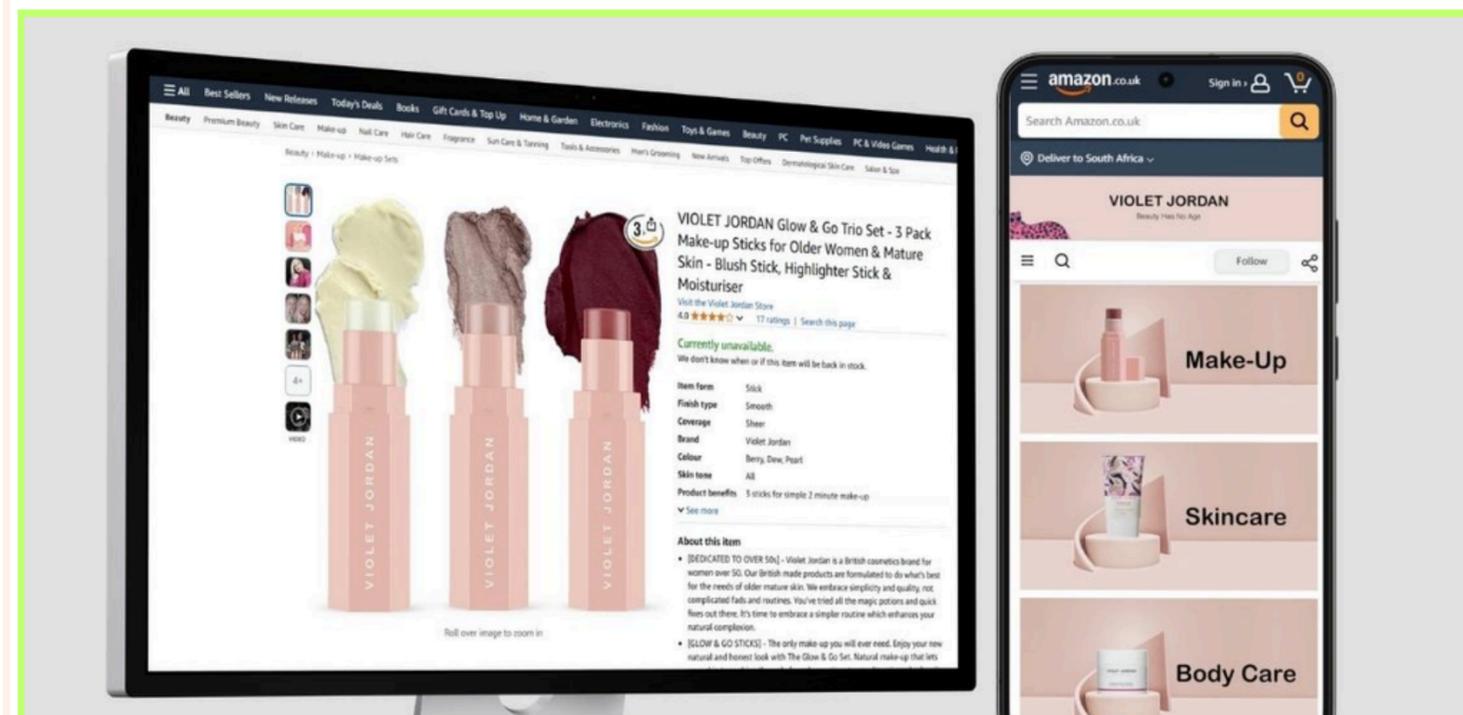
- Created campaign messaging that celebrated “effortless beauty at every age”
- Wrote emotional storytelling blogs that doubled as SEO drivers
- Crafted retention flows in Klaviyo designed to build community and deepen customer loyalty
- Built detailed product education journeys using email flows and landing pages
- Updated tone of voice guidelines for a more conversational, warm feel

TOOLS USED

- Google Ads
- GA4 & Microsoft Clarity
- Klaviyo
- Dibb SEO & SEMrush
- Meta Ads
- PageFly
- Shopify
- Canva
- Google Search Console
- Amazon Ads

RESULTS

- Repeat purchase rate increased by +22% in 3 months
- Brand search volume and direct traffic grew organically
- Email click-through rate rose from 2.8% to 5.9%
- Customer feedback improved: “Finally, a brand that speaks to me”



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- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
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- 11
- 12
- 13
- 14

Case Study 4: Customer Acquisition via Mail Online & Native Ads

GOAL

Acquire net new customers profitably through high-impact media placements, with full tracking via Klaviyo and landing page funnels.

MY ROLE

- Media strategist
- Email lead-gen architect
- Copywriter
- Data analyst
- CRO optimisation

STRATEGY

Designed and deployed a native ad acquisition strategy targeting midlife women:

- Negotiated native placement with Mail Online for boosted articles
- Designed tailored landing pages to collect emails, educate, and convert
- Set up Klaviyo tracking flows with UTMs to measure long-term value
- Built re-engagement journeys to nurture leads who didn't purchase immediately
- Optimised page performance and ad creatives based on live data

TOOLS USED

- Taboola
- Mail Online
- Klaviyo
- Shopify
- GA4
- Meta Ads
- Canva
- Hotjar
- OptiMonk
- Zipify One Click Upsell

RESULTS

- Email acquisition cost reduced by 37% within 2 weeks
- Post-campaign email flows generated £14k in additional revenue
- Conversion rate on native landing page: 4.1%
- ROAS on retargeting ads from collected leads: 3.9x



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- 2
- 3
- 4
- 5
- 6
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- 10
- 11
- 12
- 13
- 14

Case Study 5: Shopify UX Optimisation & CRO Strategy

GOAL

Improve on-site conversion rate for an e-commerce brand and increase revenue from existing traffic, without relying solely on paid acquisition.

MY ROLE

- CRO strategist
- UX analyst
- Copy optimiser
- Testing lead

STRATEGY

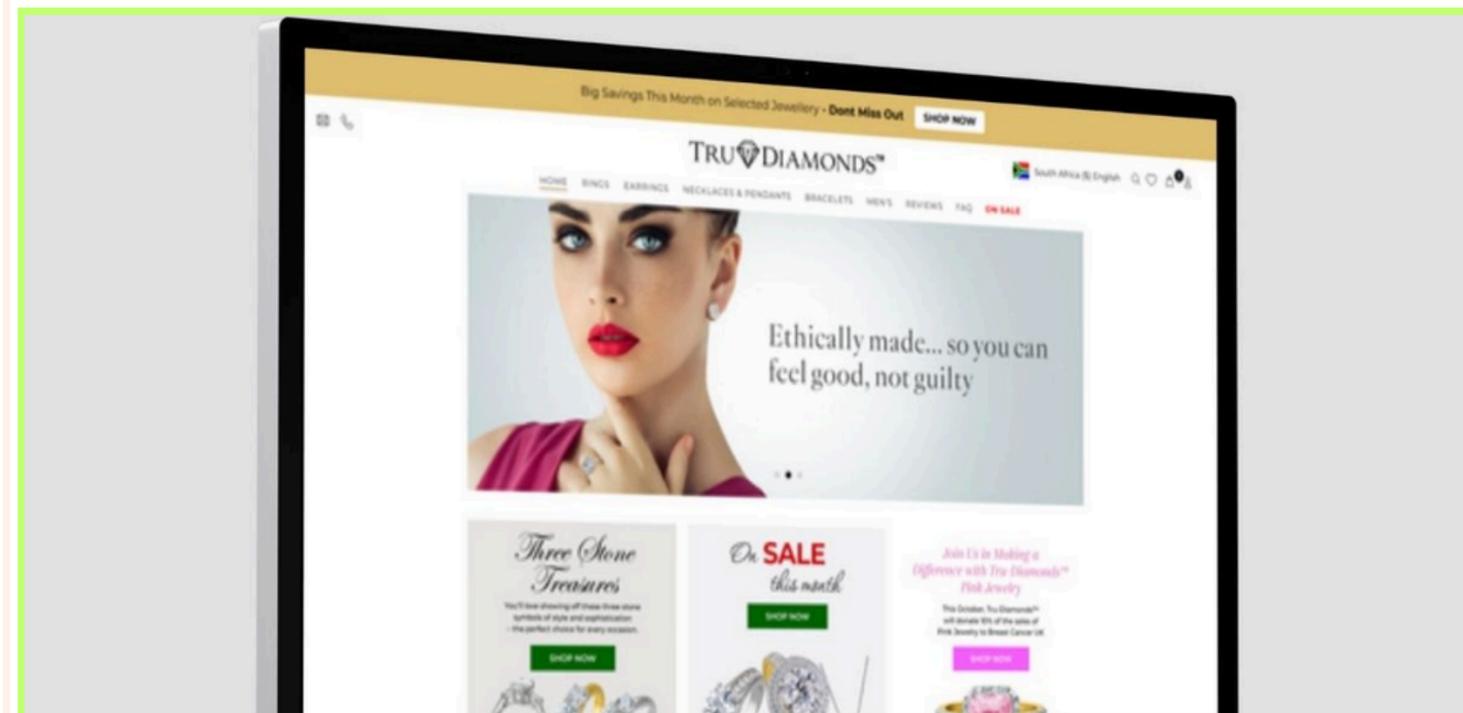
- Conducted deep analysis using Hotjar, GA4, and customer feedback to identify friction points
- Recommended homepage and PDP layout changes to improve navigation and call-to-action clarity
- A/B tested banners, CTAs, and product titles using Shopify tools and landing page builders
- Updated product pages with SEO-optimised descriptions and stronger brand storytelling
- Introduced urgency-based elements (countdown timers, “only X left”) and trust signals (reviews, delivery info)

TOOLS USED

- Shopify
- PageFly
- Hotjar
- Google Analytics
- Klaviyo
- Screaming Frog
- Google Search Console

RESULTS

- Conversion rate increased from 1.8% to 4.7% over 6 months
- Bounce rate decreased by 19%
- Average order value (AOV) increased by 17%
- Time on site grew, and return visit rate improved



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- 3
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- 6
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- 9
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- 11
- 12
- 13
- 14

Case Study 6: Influencer & UGC Campaign Strategy

GOAL

Grow brand awareness and social proof using influencer partnerships and user-generated content (UGC) without a massive budget.

MY ROLE

- Influencer coordinator
- Creative director
- UGC strategist
- Content repurposing lead

STRATEGY

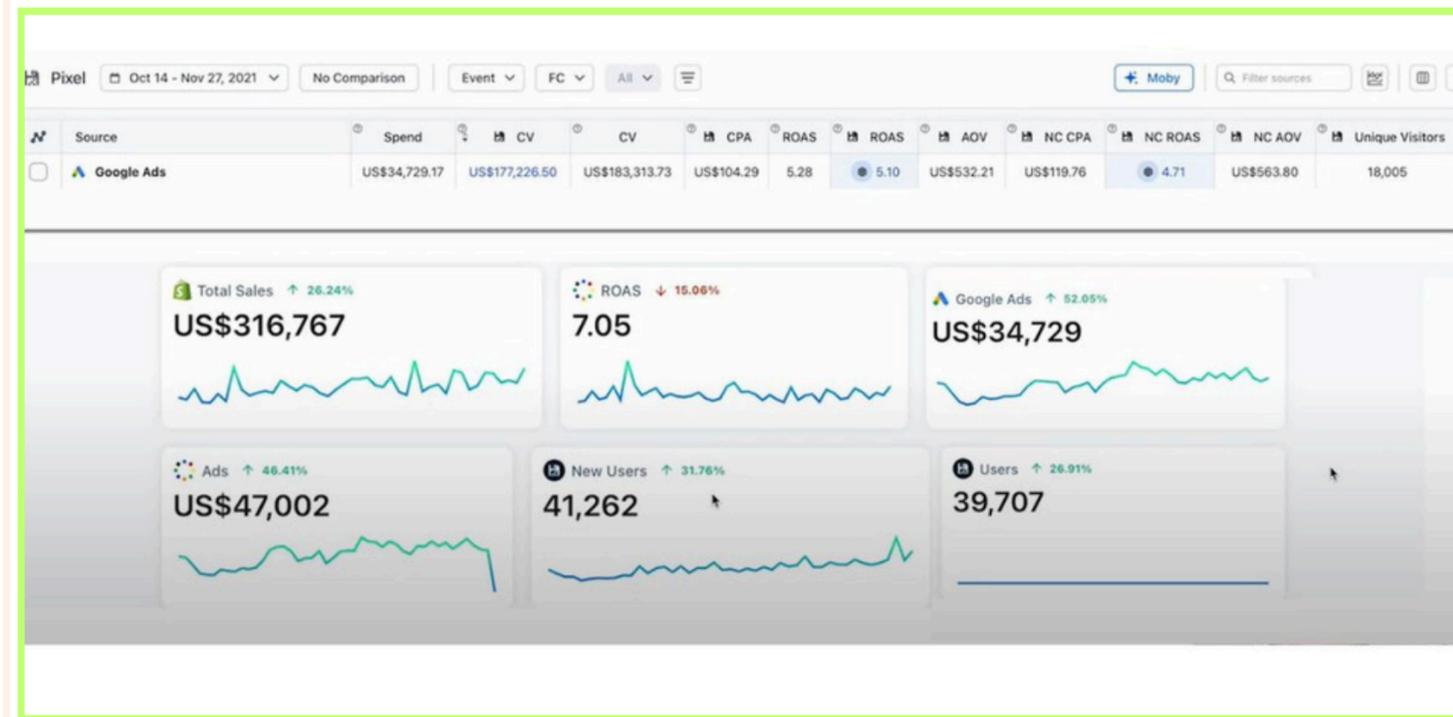
- Identified micro- and mid-tier influencers aligned with brand values and audience
- Managed outreach and creative briefing, ensuring alignment in tone and goals
- Designed a campaign to generate testimonial-style UGC that could be reused in ads and emails
- Incentivised reviews and UGC from existing customers through loyalty and email campaigns
- Integrated UGC across paid ads, landing pages, and organic channels

TOOLS USED

- Instagram
- MightScout
- Canva
- Klaviyo
- Meta Ads Manager
- WordPress

RESULTS

- Influencer campaigns delivered 300% ROI
- Social engagement increased by 35%
- CTR improved in Meta ads when UGC was used vs. polished brand creative
- UGC reused in email campaigns led to +21% click-through rate



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- 14

Case Study 7: Organic Traffic & SEO Growth for DTC Brand

GOAL

Increase organic traffic and keyword rankings for a direct-to-consumer brand with limited paid ad budget, while supporting e-commerce sales and long-term visibility.

MY ROLE

- SEO strategist
- Content writer
- On-page optimiser
- Reporting lead

STRATEGY

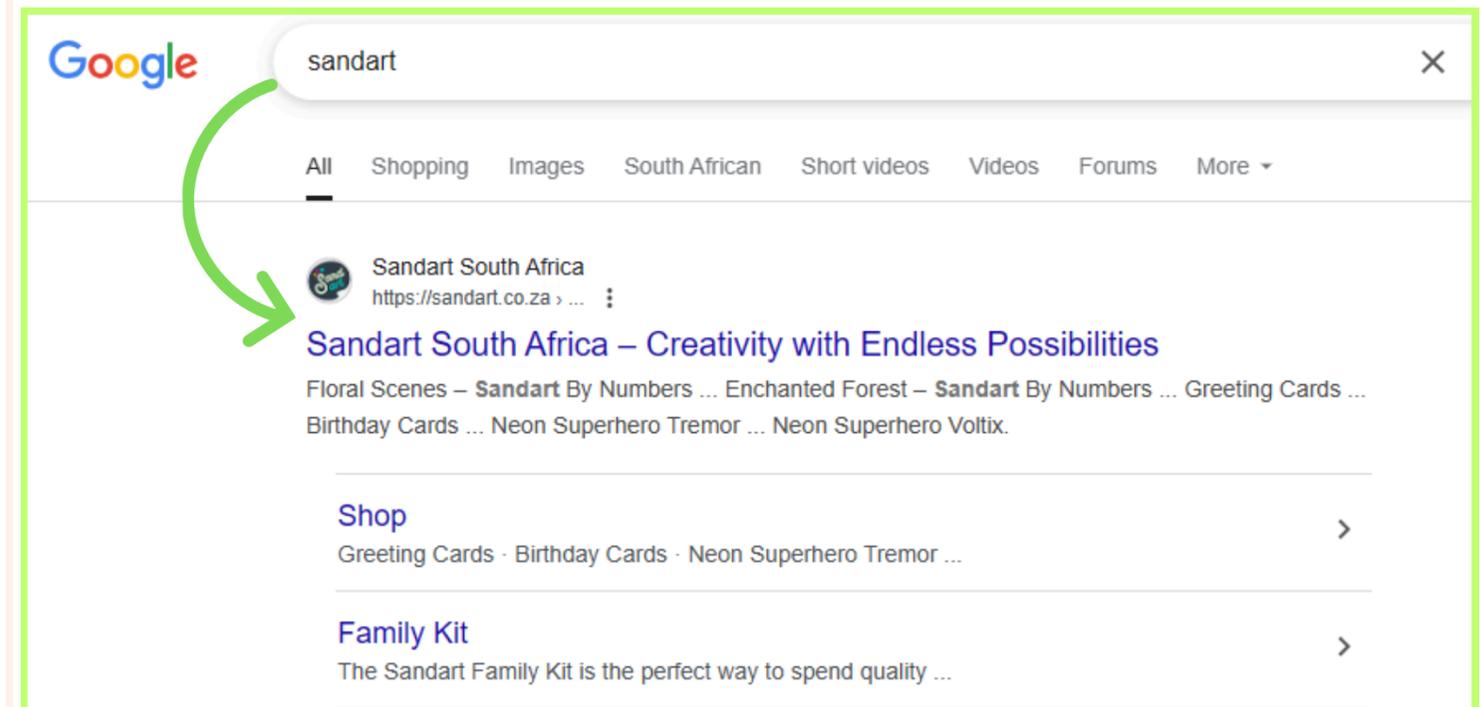
- Conducted full SEO audit using SEMrush, Screaming Frog, and Google Search Console
- Identified high-potential, low-competition keywords and optimised product pages, collections, and blogs
- Wrote and structured content using SEO best practices (headers, internal links, schema markup, etc.)
- Improved site speed, mobile usability, and metadata for core pages
- Built a content calendar with long-tail blog topics targeting different stages of the buyer journey
- Implemented structured data and monitored indexing issues regularly.

TOOLS USED

- SEMrush
- Google Search Console
- GA4
- Screaming Frog
- Surfer SEO
- WordPress

RESULTS

- 42% increase in organic traffic over 3 months
- Blog posts contributed to +26% more new users
- SEO-driven sales accounted for 18% of total revenue that quarter
- 15 Keywords ranked at the top 3 positions on Google



- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14

Case Study 8: Brand Reputation & Ratings Improvement

GOAL

Improve online brand perception and trust by increasing Google reviews, Trustpilot ratings, and customer satisfaction touchpoints – without incentivising reviews or using shady tactics.

MY ROLE

- Reputation strategist
- Email flow builder
- Customer insight analyst
- Messaging lead

STRATEGY

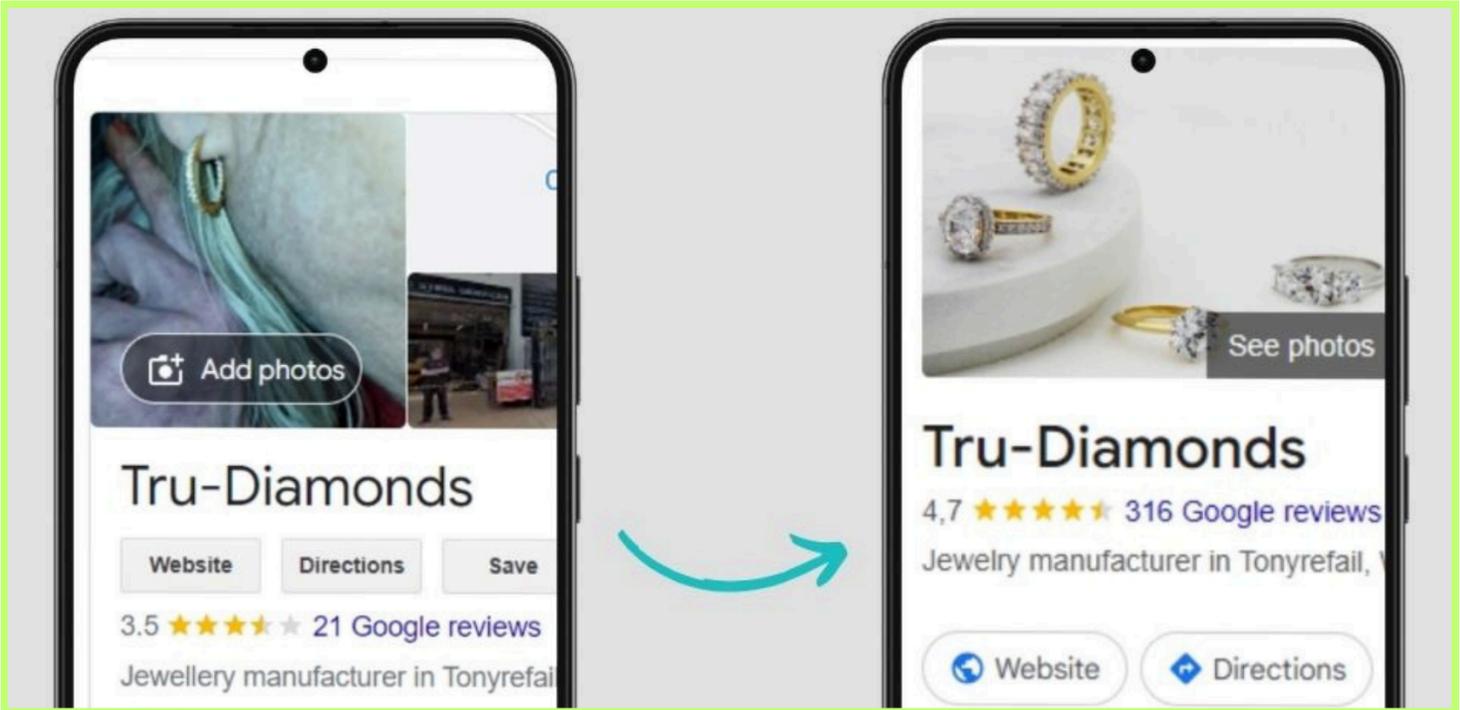
- Audited existing review channels (Google, Trustpilot, Facebook, site reviews) to identify gaps and inconsistencies
- Designed an automated post-purchase review flow using Klaviyo and Yotpo, timed for delivery + product satisfaction
- Created tailored messaging asking for honest feedback in exchange for nothing but visibility
- Added review prompts into email footers, thank-you pages, and packaging inserts
- Built a monthly report tracking sentiment, keywords in reviews, and public NPS score
- Responded publicly to reviews (both positive and negative) to build brand credibility and show care

TOOLS USED

- Klaviyo
- Trustpilot
- Yotpo
- Google Business Profile
- Meta Business Suite
- Shopify
- Canva

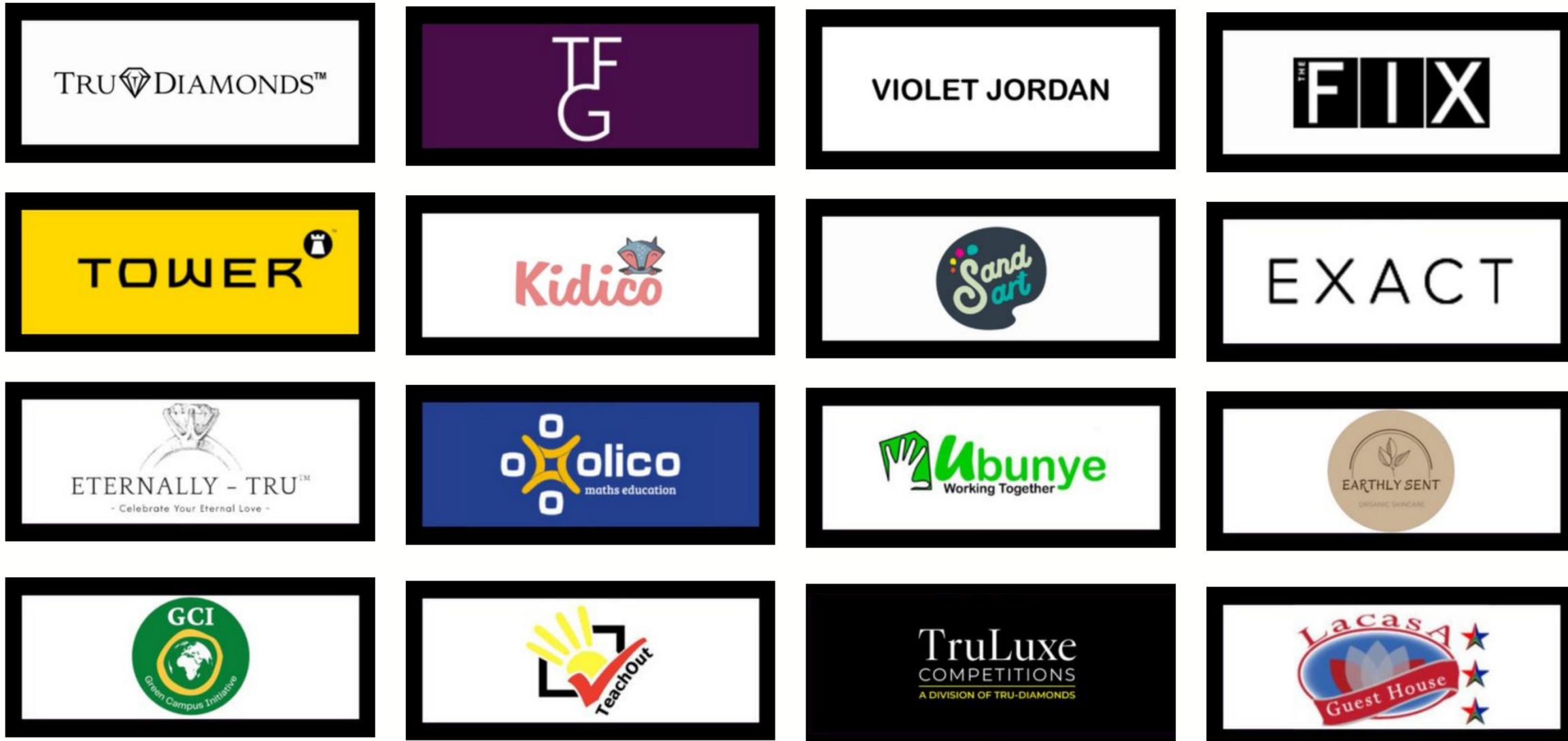
RESULTS

- Trustpilot review count increased by +32% in 6 months
- Google average rating improved from 3.5 to 4.7 stars
- 40%+ of all reviews mentioned "fast delivery", "quality", and "great service" after messaging changes
- Reduction in customer complaints via email and social support



Clients & Partners

Some of the clients and companies that I work or have worked with:



- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14



Testimonials

Some of the clients and companies that I work or have worked with:



"If I had my own company, I would hire you because you are the best to work with. The combination of your deep analytical thinking, your creativity and ability to adapt to any environment is what helps you build businesses. I also love how results and communication matter to you."



Brian M.
Brand Manager



"If you have the opportunity to work with Qhama, I say go for it! You are guaranteed a productive and enjoyable experience with someone that know's what she's doing, and I hope to work with her again in future!"



Nichola S.
Founder & CEO



"I enjoyed working with you and looked forward to all our meetings because I knew for every problem we encountered, you could find a solution for it. Good luck with all your future projects, I know you'll do great."



Ayesha C.
Director

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14

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14