



# NIVEH MARNITZ

ACCOUNT MANAGER & CREATIVE STRATEGIST



117 Inanda Road  
Hillcrest, KZN 3650



+27 82 929 8684



nivehm@gmail.com

## ABOUT

Gender: Male  
Age: 26 years old  
Nationality: South African  
Drivers License: Code B (08)

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## EDUCATION

### BCom Marketing and Strategic Management

Varsity College  
Ongoing | Degree

### Digital Marketing: Professional

Red & Yellow Creative Business School  
2024 | Certificate

### Project Management

University of Cape Town  
2023 | Certificate

### Creative Strategy and Copy Writing

Red & Yellow Creative Business School  
2023 | Certificate

### Accounting

University of Cape Town  
2022 | Certificate

### Matric

Richards Bay High School  
2015

## PROFILE

A results-driven marketing professional with extensive experience in digital and traditional marketing across various industries. Proven expertise in leading creative teams, managing client relationships, and optimizing marketing strategies to achieve measurable business outcomes. Skilled in content strategy, utilizing various tools and software to create compelling campaigns and enhance brand presence. Recognized for analytical thinking, problem-solving abilities, and a strong acumen in sales and marketing. Committed to continuous learning, currently pursuing a BCom in Marketing & Strategic Management.

## WORK EXPERIENCE

### Account Manager

2022 - 2024

Solus Collective / Durban

As account manager my primary responsibilities include maintaining client relationships, ensuring client satisfaction, and managing the delivery of marketing services or campaigns.

- Worked with internal teams (creative, media, analytics) to ensure the campaign is on track and meets client expectations.
- Understand the market trends and client's industry to provide strategic insights and recommendations.
- Monitored spending and ensured financial targets were met without compromising on quality.
- Created detailed reports on campaign performance, including metrics like ROI, engagement rates, and conversion rates.

### Content Strategist

2021 - 2022

RJS Capital/ Umhlanga

- Planned and executed content distribution across various channels (website, social media, email, etc.) to maximize reach and engagement.
- Optimized advertising efforts, increasing lead conversions by 8% while reducing spend by 29% across marketing channels.
- Identified and created detailed buyer personas to understand the target audience's preferences, behaviors, and pain points.
- Communicated with internal and external stakeholders to align content strategies with overall business goals.
- Wrote, edited, and oversaw the production of various types of content (blog, posts, articles, videos, infographics, social media posts, etc.).



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## SKILLS

Leadership  
Team Management  
Communication  
Project Management  
Analytical Thinking  
Problem-Solving  
Creativity  
Adaptability  
Attention to Detail  
Sales and Marketing Acumen

## TOOLS

### Marketing and Advertising:

Google Ad Campaigns  
Meta Ads Manager  
Hootsuite & Buffer

### Creative and Design:

Adobe Photoshop  
Adobe Premier Pro  
Adobe Indesign  
Final Cut Pro  
Milanote

### Web Development and SEO:

Figma  
Webflow & Framr  
Moz

### Project Management and Productivity:

Notion  
Chat GBT  
Microsoft Suite  
Automation Tools (i.e. Zapier)

## WORK EXPERIENCE

### Junior Content Strategist

2019 - 2021

DOTCOM Holdings/ Durban

DOTCOM Holdings, a traditional marketing company, marked the beginning of my career, where I supported both the marketing and sales teams before being promoted to junior content strategist.

- Wrote, edited, and oversaw the production of various types of content (blogposts, articles, videos, infographics, social media posts, etc.).
- Created and managed an editorial calendar to ensure a consistent and timely content flow.
- Managed the company's social media accounts.
- Used SEO best practices to enhance content visibility and improve organic search rankings.

## CLIENTS

showmax



JOCKEY

Mdalisu 

