

Lambertus (“LP”) Louw

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US PERMANENT RESIDENT

Digital Marketing Specialist with 6+ years of experience in online marketing and web development. Expert in social media marketing, search engine optimization, PPC advertising and lead generation strategies.

PROFESSIONAL EXPERIENCE

SCATZY LLC

Marketing and IT Manager

Worcester, MA

July 2015 – Present

- Expanded email marketing reach through lead generation campaigns on social media that increased subscribers by more than 200% - from 1500 to over 4500.
- Initiated marketing and promotion tactics that led to 200% increase in monthly website traffic from social media.
- Achieved 120 000 + unique website hits in the first 18 months – an average of 6700/month.
- Designed viral social content that achieved organic reach of more than 149 000, 3757 likes, and 1013 shares
- Implemented video marketing campaigns that gained more than 148 000 video views.
- Executed innovative digital marketing strategies including live streaming a movie premiere event via Periscope.
- Developed and maintaining an automated news aggregation website on Wordpress with e-commerce and membership functionality – currently hosts 27,000+ articles

CULINARY EQUIPMENT COMPANY

Digital Marketing Specialist

Lanseria, South Africa

November 2013 – June 2015

- Created lead generation strategies that resulted in a 250% + increase in email subscribers - from 1,400 to over 5,000.
- Spearheaded social media campaigns effectively increasing followers and fans from 500 to over 50,000.
- Improved pay-per-click advertising efficiency to the eCommerce platform by 40% on both Google Adwords and Facebook Ad Manager.
- Designed and developed 5 brand and company websites on Wordpress.
- Achieved the #1 position on Google for 2 websites through SEO optimization and content strategies.

ATKA - CROSS CHANNEL MARKETING SPECIALISTS

Operations Manager

Johannesburg, South Africa

December 2011 – November 2013

- Started as an intern and progressed to Operations Manager within 18 months.
- Client accounts under my direct or indirect supervision included: Greyhound, The Department Of Arts and Culture, University of Johannesburg, Unitrans, Roodepoort Chamber Of Commerce and Industry, The Rhino Orphanage, PNA, Legend Lodges Hotels and Resorts, and The Bone Collection.

EDUCATION

SKILLCRUSH.COM

Web Developer Blueprint

Worcester, MA

September 2016 - Present

INSTANTCUSTOMER.COM

Cross Channel Marketing

Johannesburg, South Africa

May 2012 - June 2012

DAMELIN COLLEGE

CompTIA A+

Witbank, South Africa

June 2000

SKILLS

- **DIGITAL MARKETING:** Lead generation strategies, digital copywriting, content planning, community management, Facebook Ad Manager, Google Adwords, Market Samurai, Hootsuite, Sprout Social, Buffer, Mailchimp, Instant Customer, TwitterCounter, Crowdfire, Klout, Shortstack, Animoto, Podio, Dropbox
- **SOFTWARE:** Adobe Photoshop CC, Adobe Illustrator CC, Adobe Indesign CC, MS Word, MS Excel, MS Powerpoint
- **WEB DEVELOPMENT:** Wordpress, WooCommerce, HTML, CSS, SEO, Google Analytics, Atom, WHM, Cpanel, Plesk, hosting setup, domain management
- **OTHER:** Photography, graphic design, project management, troubleshooting