

Lambertus Louw

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Digital Marketing Consultant with eight years of experience in digital marketing and graphic design with particular expertise in social media marketing, search engine optimization, and inbound marketing strategies

EXPERIENCE

05/2018–present

DIGITAL MARKETING CONSULTANT (Freelancer)

Granby, MA

Nu Perspektiv Productions

- Develop and maintain digital marketing strategies across multiples channels
- Build and manage social media platforms, improve audience engagement, and design share-worthy content.
- Create and maintain responsive Wordpress websites.
- Design responsive email marketing campaigns.

11/2016–5/2018

DIGITAL MARKETING MANAGER

Ware, MA

Country Bank For Savings

- Developed and implemented a cross-channel marketing strategy that encompassed social media, email marketing and automation, blog posts, landing pages, digital screens, and events.
- **Increased social media following by 500%** and improved engagement by 600%
- Technical lead on the redesign of the company website.
- Managed the acquisition, installation and video content of digital screens at all branch locations.
- Spearheaded new vendor research and acquisition and **reduced costs by more than 50%** in the process.
- Additionally projects and tasks included: graphic design, print design, managing compliance review, vendor management, photography, video editing, Google Analytics, website management, and managing Google listings.

7/2015–11/2016

MARKETING AND IT MANAGER

Worcester, MA

Scatzy

- Expanded email marketing reach through lead generation campaigns on social media that **increased subscribers by more than 200%** - to over 4,500.
- Initiated a marketing strategy that resulted in a **200% increase in website traffic from social media**.
- **Achieved 120,000 + unique website hits** in the first 18 months – an average of 6,700/month.
- Implemented video marketing campaigns that **attracted more than 148,000 video views**.
- Executed innovative digital marketing strategies including live streaming a movie premiere event via Periscope.
- Developed, maintained and marketed an automated news aggregation website on Wordpress with e-commerce and membership functionality – **published more than 30,000 aggregated articles**.
- Additional responsibilities and tasks included: e-commerce management, graphic design, print design, photography, video editing, Google Analytics, website management, SEO, SEM, and managing Google listings.

11/2013–6/2015

DIGITAL MARKETING SPECIALIST

Lanseria, South Africa

Culinary Equipment Company

- Developed and managed digital marketing strategies for the various divisions of the company in addition to e-commerce management, website design, SEO, SEM, graphic design, photography, and video editing.
- Created inbound marketing strategies that resulted in a **250%+ increase in email subscribers**.
- Spearheaded social media campaigns on Twitter and Facebook that **increased followers and fans from 500 to over 50,000** in a niche market.
- **Improved pay-per-click advertising efficiency by 40%** on Google Adwords and Facebook Ad Manager.
- Designed and developed 5 responsive websites on Wordpress.
- Achieved the #1 ranking on Google for 2 websites on 12 keywords and “long tail” phrases through SEO.

12/2011-11/2013

OPERATIONS MANAGER (2013)
ACCOUNT MANAGER (2011 – 2012)
ATKA - Cross Channel Marketing Specialists

Johannesburg, South Africa

- Started as an intern and progressed to Operations Manager within 18 months. I standardized operations, improved efficiency and managed day-to-day operational activities including, supervising account managers, quality control, recruitment, training, and planning.
- Client accounts under my direct or indirect supervision included: Greyhound, The National 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

9/2016-11/2016

Web Developer Blueprint
Skillcrush.com

5/2012-6/2012

Cross Channel Marketing
InstantCustomer.com

2006

Bachelor Of Theology (1 year completed)
John Wycliffe Theological College

Johannesburg, South Africa

6/2000

CompTIA A+
Damelin College

Witbank, South Africa

SKILLS

- **DIGITAL MARKETING:** Inbound marketing strategies, copywriting, web publishing, content planning, community management, Facebook Ad Manager, Google Adwords
- **WEB DEVELOPMENT:** Wordpress, HTML, CSS, SEO, web hosting
- **SOFTWARE:** Photoshop, Illustrator, Indesign, Word, Excel, Powerpoint, Market Samurai, Hootsuite, Sprout Social, Mailchimp, Crowdfire, Shortstack, Animoto, Podio, Meltwater, Atom, WHM, Cpanel, Plesk
- **OTHER:** Photography, graphic design

