



JACQUES GREYLING

CHIEF MARKETING OFFICER

SUMMARY

I have a strong background in both creative and analytical skills, which has shaped my career in management. Starting as a Media Manager, I've progressed through roles such as Marketing Manager, Project Manager, and Operations Manager, and I am now the Head of Marketing. With over eight years of experience in senior management roles, I've gained a broad perspective that helps me bridge the gap between creativity and strategic execution. This progression reflects my ability to adapt and excel in various aspects of management.

MALE | 33 YEARS OLD | MARRIED | ENGLISH & AFRIKAANS

CONTACT

Strand, Cape Town

0795385727

www.jacquesgreyling.co.za

info@jacquesgreyling.co.za

PROFESSIONAL JOURNEY

Throughout my career, I have consistently demonstrated my ability to lead and innovate across various roles within the marketing and management landscape. My experience spans multiple industries and functions, where I have successfully managed teams, developed and executed strategic marketing campaigns, and streamlined operations to enhance productivity. Each role has equipped me with unique insights and skills, enabling me to drive growth, optimize processes, and deliver exceptional results. The following highlights of my management experience underscore my commitment to excellence and my strategic vision, which I bring to every professional endeavor.

MY WEBSITE

www.jacquesgreyling.co.za

MANAGEMENT EXPERIENCE

Head of Marketing - VA Central **(1.5 Years)** - Feb 2023 - Jun 2024

At VA Central, I managed the social media team, ensuring consistent and engaging content across all platforms. Leading the PPC team, I optimized paid search and display campaigns, achieving a 25% increase in conversions. I oversaw the development and execution of paid campaigns, which resulted in a 30% increase in client acquisition. By implementing data-driven decision-making processes, I enhanced the overall marketing effectiveness and ROI. Additionally, I coordinated cross-functional efforts to align marketing strategies with business goals, driving significant growth and brand recognition.

Operations Manager - Grayline Design **(2 Years)** - Apr 2021 - Mar 2023

As Operations Manager at Grayline Design, I was responsible for overseeing daily operations, ensuring the seamless delivery of high-quality video editing services to international clients. I implemented process improvements that boosted productivity by 20% and reduced project turnaround times. Managing a team of editors, I fostered a collaborative environment that drove innovation and creativity, consistently delivering exceptional results.

Media and Marketing Manager - BDCS **(3.4 Years)** - Jan 2018 - Apr 2021

In my role as Media and Marketing Manager at BDCS, I led a comprehensive rebranding initiative that revitalized the company's image and increased market penetration. I developed and executed multi-channel marketing strategies, resulting in a 25% increase in sales and a 40% growth in brand awareness. Collaborating with cross-functional teams, I created compelling content and campaigns that resonated with target audiences, effectively driving engagement and conversions.

Media Manager - ECTA Creative Solutions **(1.9 Years)** - Feb 2016 - Dec 2017

At ECTA Creative Solutions, I spearheaded the development of 23 online, interactive eLearning courses from existing PDFs, transforming static content into engaging educational experiences. I marketed these courses and handled all external communications with stakeholders, ensuring clear and effective messaging. My efforts in media planning and buying optimized media spend, achieving a 15% reduction in costs and enhancing the overall campaign effectiveness.

Project Manager - i-Line Design **(3.2 Years)** - Jan 2013 - Jan 2016

During my tenure as Project Manager at i-Line Design, I managed multiple projects simultaneously, ensuring timely delivery and adherence to budget constraints. I coordinated with clients and internal teams to define project scopes and deliverables, achieving a 95% client satisfaction rate. Utilizing project management methodologies, I streamlined workflows and improved project execution efficiency, consistently meeting and exceeding project goals.

CONTACT

EDUCATIONAL JOURNEY

I hold a Bachelor's degree in Digital Film Production, where I developed a strong foundation in creative and technical aspects of media production. Additionally, I have earned a Bachelor's degree in Business Administration, which has equipped me with essential skills in management, marketing, and strategic planning. Currently, I am pursuing a Bachelor's degree in Applied Artificial Intelligence, expanding my expertise into the realm of advanced technologies and their applications in business and marketing. To further enhance my knowledge and skills, I have completed various short courses, workshops, and webinars, covering a wide range of topics including project management, social media analytics, and customer relationship management tools. This diverse educational background enables me to bring a unique blend of creativity, strategic thinking, and technical proficiency to my professional endeavors.

EDUCATION DETAILS

2021 - 2025 *(Currently Still Studying)*
B.Sc. Applied Artificial Intelligence
International University of Applied Sciences

2014 - 2019
Bachelors in Business Administration
UNISA

2011 - 2013
Bachelors in Digital Film Production
SAE

2010 - 2011
NQF5 in Sound Production
SAE

SHORT COURSES COMPLETED

COURSERA:

CERTIFIED SCRUM MASTER
SALESFORCE OPERATIONS
GOOGLE PROJECT MANAGEMENT
SEO WITHIN WORDPRESS
ADVANCED SEO STRATEGIES

MICROSOFT:

MICROSOFT 365 FUNDAMENTALS
EXCEL SKILLS FOR DATA
WORK SMARTER WITH WORD

UDEMY:

FACEBOOK MARKETING
UNBOUNCE ESSENTIALS
GOOGLE TAG MANAGER
RETARGETING MASTERCLASS
ZAPIER MASTERCLASS
ACTIVE CAMPAIGN MASTERCLASS
CPANEL MASTERCLASS

UNIVERSITY OF VIRGINIA

ARTIFICIAL INTELLIGENCE IN
MARKETING

GOOGLE:

GOOGLE UX DESIGN

LYNDA.COM

GOOGLE ANALYTICS
ADVANCED FACEBOOK
MARKETING

CONTACT

PROFICIENCIES

Throughout my career, I have developed a diverse skill set that combines both creative and technical proficiencies, enabling me to approach projects with a well-rounded perspective. My expertise spans across various domains, including management, strategising, web design, programming, SEO marketing, graphics design, video editing, and sales funnels. Additionally, I am proficient in social media, email automation, analytics, copywriting, tracking, brand strategy, and project management. Complementing these skills, I excel in content creation, client relations, market research, performance optimization, digital advertising, campaign management, team leadership, and budget management. This extensive range of skills allows me to effectively manage and execute comprehensive projects from start to finish.

SKILLS

MANAGEMENT	SOCIAL MEDIA	CONTENT CREATION
STRATEGISING	OPTIMISATION	CLIENT RELATIONS
WEB DESIGN	EMAIL AUTOMATION	MARKET RESEARCH
PROGRAMMING	ANALYTICS	TRAINING
SEO MARKETING	COPYWRITING	DIGITAL ADVERTISING
GRAPHICS DESIGN	TRACKING	CAMPAIGN MANAGEMENT
VIDEO EDITING	BRAND STRATEGY	TEAM LEADERSHIP
SALES FUNNELS	PROJECT MANAGEMENT	BUDGET MANAGEMENT

SOFTWARE

WORDPRESS	GOOGLE ADS	ZOHO	YOAST SEO
PREMIERE PRO	META	ADOBE XD	JIRA
PHOTOSHOP	GITHUB	PYTHON	CLICKUP
AFTER EFFECTS	ELEMENTOR	MQL5	NOTION
CANVA	DIVI	ZAPIER	MONDAY
INDESIGN	WPBAKERY	JAVASCRIPT	BASECAMP
ILLUSTRATOR	MAILCHIMP	SEMRUSH	MICROSOFT
VISUAL STUDIO CODE	HTML5	AHREF	SLACK
ACTIVE CAMPAIGN	GOOGLE TAG MANAGER	SERANKING	TRELLO

CONTACT

ABOUT ME AND MY MANAGEMENT STYLE

I have always balanced a unique duality in my professional life, seamlessly integrating my creative passions with a strong affinity for data-driven processes. With a career spanning over thirteen years in management, I bring both theoretical knowledge and hands-on experience to the table. My journey has seen me implementing complete marketing and media strategies from scratch, involving everything from graphic design and video editing to programming and automation. I excel in both creative fields like web development and technical areas such as Python and JavaScript, making me a versatile asset to any team.

When approaching new projects, I effectively balance my creative and data-driven sides by either overseeing both aspects as a manager or focusing on one side to ensure depth and quality. This flexibility allows me to adapt to various roles and project needs efficiently. My management experience is deeply rooted in practical knowledge, having been in the trenches and understanding the nuances of every process from design to analytics. This hands-on experience enables me to create realistic project plans, push my team to achieve timely results, and negotiate with senior management for necessary adjustments.

I pride myself on my ability to provide straight-up feedback while being adaptable to the sensitivities of my team members. Receiving feedback is equally important to me, and I prefer it to be direct and constructive. This approach fosters a transparent and respectful working environment where continuous improvement is encouraged.

My management style is grounded in key principles of teamwork, collaboration, and continuous learning. I believe that every team member plays an essential role in the success of a project, and I strive to foster an environment where everyone feels valued and responsible. By giving personalized praise and understanding my employees' preferences, I create a supportive atmosphere that motivates and appreciates hard work.

Tools like ClickUp, Asana, and Notion have been instrumental in my project management strategy. They allow me to track progress effectively and ensure that every stage of a project is completed efficiently. My passion for continuous learning drives me to constantly seek new knowledge and skills. I am currently studying for a BSc in Artificial Intelligence and plan to pursue an MBA next. This commitment to lifelong learning is something I encourage within my team, promoting growth and development for everyone.

In summary, my management style is a blend of no-nonsense execution and empathetic leadership, supported by a strong foundation of hands-on experience and continuous learning. This approach ensures that projects are completed successfully and that my team members grow professionally along the way.



HOBBIES

In my spare time, I have a variety of hobbies that keep me both physically active and mentally engaged. I enjoy spending time at the firing range with my pistol, practicing Krav Maga, and hitting the gym regularly to stay fit. Reading is another passion of mine, allowing me to delve into different worlds and expand my knowledge. Hiking provides a wonderful escape into nature, and I find peace in star gazing and sitting by the fire. My idea of a perfect party is a cozy cabin with a fire, surrounded by a few close friends, enjoying good conversation and the warmth of the fire. These activities not only help me relax and unwind but also keep me motivated and balanced in my professional life.

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