

Curriculum Vitae

Tony Lopes



Career highlights:

Head of Marketing
Head of Social Media
Head of SEO and Affiliate Marketing
Digital Marketing Manager

Qualifications:

Bachelor of Commerce in Strategic Management
Harvard Manage Mentor Leadership certification
AAA School of Advertising Diploma
Google Ads and Analytics Certification
20+ years digital marketing experience

LinkedIn: <http://www.linkedin.com/in/tonylopes>

Cover letter:

I help businesses get higher ROI and revenue generation by using a data-driven approach, emerging technology and conversion rate optimisation techniques.

My expertise comes from more than 20 years doing digital marketing in competitive industries including gaming, insurance and education.

I specialise in paid media campaign optimisation, conversion rate optimisation (CRO) and data-driven retention strategies to maximise customer lifetime value.

My additional skills include PPC (Google Ads and Facebook Advertising), search engine optimisation (SEO), Content Marketing and Email Marketing automation.

Platforms and tools used include:

Google Analytics, Google Tag Manager, Google Data Studio, Tableau, Facebook Advertising, Twitter Advertising, LinkedIn Advertising, Sprout Social, SEMRush, Ahrefs, Hootsuite, ActiveCampaign, Salesforce and Microsoft Office.

Qualifications and Courses:

Google Analytics certified – 2016

Google AdWords certified – 2016

Harvard Manage Mentor Leadership Certification – 2015

BriteFire Content Marketing and Social Media Certification – 2015

Bachelor of Commerce Degree (Marketing) with specialisation in Strategic Management, Consumer Psychology and Internet Marketing – 2002

Diploma in Advertising with specialisation in Copywriting – AAA School of Advertising 1998

I am constantly learning and teaching myself new skills – life is a constant education and you never stop learning.

Resume of Tony Lopes

Last updated: 21 April 2022

Personal details:

Email: peterwolf12@gmail.com

Cell phone: 074 104 6848

Biographical information

Full name: Anthony Peter Lopes

Citizenship: South African and Portuguese

Location: Johannesburg, South Africa, working remotely

Career objective: Remote work in permanent or contract marketing role, preferably in time zone similar to UK, Ireland, EU or South Africa.

Professional strengths:

- People management, leadership, coaching and motivation of teams
- Marketing data analysis, reporting and application of insights
- Commercial and big picture thinking
- Strategic and tactical thinking (using insights from data)

Personal strengths:

- Trustworthy, loyal and hard working
- Ability to build rapport with individuals and teams across different backgrounds
- Self-motivated and focused
- Strong attention to detail and ROI focused

Skills: Digital marketing campaign optimisation, marketing strategy, insights from data, ROI optimisation, conversion optimisation, retention marketing, budgeting and forecasting, Google Analytics, Google Tag Manager, Salesforce, Hubspot, ActiveCampaign, marketing automation, email marketing, Facebook Ads, Google Ads, PPC, SEO (search engine optimisation), content marketing, WordPress, HTML, CSS, Tableau, Qlikview, Microsoft Office

Qualifications and Courses:

Bachelor of Commerce Degree (Marketing) with specialisation in Strategic Management, Consumer Psychology and Internet Marketing – 2002

Google AdWords Search Advertising and Google Analytics Certification - 2016

Diploma in Blogging and Content Marketing (with distinction) – Shaw Academy - 2016

Harvard Manage Mentor Leadership Certification – 2015

BriteFire Content Marketing and Social Media Certification - 2015

Diploma in Advertising with specialisation in Copywriting – AAA School of Advertising **1998**

Ongoing personal development (self-study roadmap): Python programming language, Google Data Studio, Microsoft Azure, Salesforce, AWS Cloud Computing,

Career history

Higher Ed Partners

When: July 2018 to present

Title: Head of Marketing

Description: As Head of Marketing I am responsible for the marketing strategy and tactics to meet the business objectives of lead generation, nurture and revenue generation across all marketing channels for the South African and sub-Saharan Africa region.

Higher Ed Partners is part of a Texas-based education group (Academic Partnerships) that works with more than 70 public universities around the world to bring degree programmes online.

The South African hub focuses on launching and marketing 100% online programmes for public universities including University of the Witwatersrand, University of Johannesburg, University of Pretoria, Nelson Mandela University, University of the Western Cape, Tshwane University of Technology, University of the Free State, Kenyatta University (Kenya) and UPSA (Ghana).

My team and I are responsible for the marketing of the online programmes for all these universities including managing budget and delivering leads within key performance metrics that include cost per lead, lead quality, return on ad spend and cost per enrolment.

I am deeply DATA-DRIVEN in meeting these objectives and regard myself as analytical, ROI-focused and commercially-minded, while tapping into my creative side to solve business problems and face challenges.

Tactics I am responsible for include paid advertising (Facebook, Google Ads, Instagram, LinkedIn etc), search engine optimisation (SEO), email marketing, blogging, social media, video marketing and affiliate marketing.

I manage agencies and stakeholders across 4 continents and work closely with the Dallas-based Executive and our local team to ensure alignment with overall business objectives.

Experience Highlights (to date):

- Significant reduction in cost per qualified leads and exceeding qualified lead volume targets
- Set up of tracking mechanisms and reporting dashboards to measure and refine tactics

- Ongoing refinement of lead generating tactics by pausing non-productive channels and focusing on high yield tactics

Top Dog Education

When: January 2017 to July 2018

Title: Head of Digital Marketing

Description: Responsible for all areas of digital marketing for Top Dog Education (MyTopDog, CambriLearn and Foresight), including all digital properties related to the brands. Responsible for the acquisition, conversion, retention and reacquisition of customers through digital channels. This includes direct sales through digital channels, support of offline sales and marketing efforts, brand awareness and building customer loyalty.

Development and execution of the overall digital marketing strategy and the development of a reporting framework that shows results of actions taken.

Align with the overall business strategy and perform with an acceptable ROI.

Digital channels responsible for:

- Email marketing
- Facebook Advertising
- Google AdWords (paid search, display advertising and YouTube)
- Social Media (Facebook and Instagram)
- Blogging and content marketing (imagery, video, animation, sound, text)
- Website and landing pages
- SEO (search engine optimisation)
- Affiliate marketing
- Online PR and reputation management

Key Performance Areas

- Digital strategy planning and execution
- Digital channel development
- Resource management: agencies, employees, digital tools, software
- Measuring, analysis and reporting

Experience highlights:

- Full rebranding of MyTopDog including branding of cars, street pole advertising, pull up banners, brochures, flyers and all digital channels
- Corporate identity development including new logo, fonts and brand colours
- Set up of online ecommerce store to sell physical study guides
- Development of full tracking and BI reporting for key business metrics and measurement of digital advertising
- Online PR through digital PR agency to create excellent brand exposure for MyTopDog
- Insights from my reporting and analysis of Google Analytics web traffic and customer behaviour lead to overall change in business strategy

- Successful launch of new site structure and home page with greater focus on user experience and mobile responsiveness
- Lead generation from Facebook at a cost 1 tenth of previous channels used
- Optimisation of Google AdWords account that resulted in a saving of R100k per month for the same traffic and leads

Osiris Trading

When: November 2013 to December 2016

Title: Head of Social Media

Description: Develop and implement Social Media strategies for international brands across multiple languages and geographies. This includes Content Marketing (blogging and social media posting) as well as Paid Social Media (PPC on Facebook, Twitter and Instagram).

Development and implementation of Content Marketing on blogs, Facebook, Instagram, Twitter, Pinterest and YouTube. Development of content calendars, corporate podcast and use of Periscope for live streaming of events. Use of social media promotions and content to drive engagement and influence customer behaviour for measurable improvement of retention and revenue.

Use of reporting tools such as Google Analytics, YouTube Analytics, Sprout Social, Hootsuite Analytics, SocialBro, Radian6, Mention.com, Facebook Insights, Iconosquare (Instagram analytics) and Twitter Analytics.

Responsibilities

- Leading the strategy development and implementation of related projects and processes that result in social media contributing significantly to business targets
- Development and use of measurement, analysis and reporting systems that produce new insights into social media marketing
- Leading, developing and training the social media team (including the Creative team in respect to their activities related to social media marketing) to encourage innovation and thinking (not only doing) to meet business targets
- Implementing a coherent communications strategy for all brands, product and languages
- Being an evangelist in the organization for social media in all its forms

Key Performance Areas

1. **Overall Social Media strategy, project management and resource management**
 - Development and execution of overall social media strategy in collaboration with the social media team
 - Ensure that there is continuous agreement between the social media strategy and overall business strategy
 - Initiate projects with the aim of ensuring continuous improvement to existing social media processes and systems

- Manage the introduction and testing of new social media platforms and strategies where it makes business sense
- Drive the integration of social media elements into customer-facing products to increase followers from the customer base
- Paid social media management: setup and management of paid campaigns on Facebook, Twitter and Instagram

2. Measurement, analysis and reporting

- Through accurate and insightful measurement and reporting, show how the social media interventions are impacting the business
- Report on internet social media trends and best practices
- Regularly report to Exco and other key stakeholders on social media strategies, activities and results
- Apply the use of Google Analytics to find insights about social media metrics
- Develop and use reporting tools to measure social media impact on acquisition, conversion, retention and reacquisition
- Continue to apply social media tags to improve accuracy of reporting
- Capture social media data into warehouse and continuously work towards ways of adding this data more efficiently

3. Leadership, team development and training

- Lead, motivate and supervise the social media team to ensure social media strategies are implemented
- Train, motivate and coach Creative team in social media principles in order to achieve social media marketing objectives

Telesure – Upstream Advertising

Telesure is one of South Africa's largest insurance groups. Brands in the Telesure group include: Hippo, Dial Direct, 1st for Women, Budget Insurance, 1LifeDirect, Auto&General and Virseker. Affinity brands include AA Insurance and Virgin Money Insurance. Upstream Advertising is Telesure's marketing, advertising, communications, media placement and public relations division.

When: August 2011 to October 2013

Title: Search Engine Marketing and Affiliate Marketing Manager

Responsibilities:

- Management of Google AdWords (Search and Display) advertising on desktop and mobile for 8 insurance brands via Google South Africa and external agencies

- Management of search engine optimisation (SEO)
- Management of insurance affiliates
- Landing page optimisation
- Digital marketing strategy development, analysis and reporting

Osiris Trading

When: April 2011 to July 2011

Title: SEO Web Strategist

Description: Develop and implement SEO web strategy for international brands across multiple languages and geographies.

Responsible for all **on-page search engine optimization** and **strategic web copy planning and fulfilment** related to the broader **SEO initiatives** developed by the SEO team and as required by the business.

The role includes development of **web copy, social media campaigns, blogging, electronic press releases (EPR), social bookmarking, article marketing** and any other initiatives related to website rollout, growth and creating a natural link profile to the brand sites to support the SEO strategy.

Responsibilities:

- Planning and production and uploading into content management system of all web copy for all brand sites (briefed in to copy team)
- Content growth and keyword strategy – develop for English sites, work with regional teams/language copywriters to do keyword research in other languages
- Represent brand SEO strategy e.g. when working with external third parties
- Website planning and visitor conversion: page hierarchy, sitemaps, usability, on-page conversion elements (together with marketing and brand teams)
- Blog management: setup, blogging, web analytics, webmaster tools integration and reporting
- Social bookmarking (e.g. Stumbleupon, Reddit, Digg) – implementation and usage
- Social media initiatives including activities related to Twitter and Facebook
- Social media monitoring
- Article marketing
- Electronic press release planning and fulfillment (together with ePR specialist)
- Copywriter and regional management team training (web and SEO) in the following areas:
 - SEO principles
 - Use of content management system
 - Website development principles (how to plan and structure a website)
 - Basic HTML
 - Blogging and use of Wordpress
 - Press release principles and fulfillment
 - Basic web analytics and reporting

Osiris Trading

When: March 2010 to March 2011

Title: Marketing: Search Engine Optimisation (SEO) Copy and Content Manager

Description: Recruit, train and manage a team of 20 copywriters to deliver copywriting, social media, blogging, press releases and website content management in 8 languages for 4 brands.

Responsibilities:

- **Copywriting team management**
 - Recruitment of 20 copywriters
 - Training and performance management
 - Motivating, leading and coaching
 - Copywriting operations management
- **On-page SEO (search engine optimisation)**
 - New sites built with SEO best practices
 - Meta data optimization
 - Delivery of unique content to websites
 - Page conversion optimisation
 - Keyword research, strategy and implementation
 - Web page interlinking
- **Website rollout and content growth**
 - Plan and build new websites in 8 different languages (2 per language)
 - Develop content architecture based on keyword research
 - Recruit and manage freelance writers
 - Use of content management system to build websites
 - Wireframe design for new websites
- **Increase traffic to websites**
 - Press releases in 8 different languages
 - Use of social bookmarking sites such as Digg, Reddit, Stumbleupon
 - Blogging: Wordpress installation, setup and training

- Social media: integration with Facebook and Twitter
- Link building to new websites
- **Reporting**
 - Website project plan reporting
 - Web analytics with Google Analytics and Omniture
 - Visitor to customer funnel reporting

Osiris Trading

When: January 2009 to February 2010

Title: Marketing: Search Engine Optimisation Project Manager

Description: Plan, manage and report on actions implemented by the SEO team

Responsibilities:

- Search evangelism: ensure business keeps SEM/SEO top of mind through training, feedback on successes and cross-departmental workshops and projects
- Search engine metrics reporting
- Link building projects
- Blogging
- Website optimisation and content management
- Keyword research and implementation
- Pay Per Click (PPC) advertising with Google Adwords
- Press releases
- Online reputation management
- Competitor analysis
- Social media projects

Osiris Trading

When: January 2008 to December 2008

Title: Marketing: Regional Marketing Manager

Description: As regional manager I was responsible for all acquisition, conversion and retention

marketing and related activities for customers in the English region.

Responsibilities:

- Close monitoring of all customer activities to ensure maximum profitability of the region
- Develop new marketing channels and manage existing ones
- Focus on customer profiling, customer data analysis and experience management for all customer segments
- Derive and apply commercial insights from customer data
- Drive customers into higher value tiers
- Cross-branding strategies
- New customer development and hand-holding
- Use of rewards programme as customer retention tool
- Management of the English regional marketing team: leadership, coaching and performance management
- Meet set acquisition and revenue targets for the region

Osiris Trading

When: January 2004 to December 2007

Title: Marketing: Promotions Manager

Description: Part of digital marketing team responsible for acquisition, conversion and retention of customers.

Responsibilities:

- Email and newsletter marketing
- Affiliate marketing communications
- Website content management
- Project manager for monthly 60 page magazine
- Acquisition marketing collateral including emails and banner ads
- Weekly reporting to Exco

Osiris Trading

When: July 2003 to December 2003

Title: Marketing: Copywriter

Description: Responsible for all aspects of copywriting in a digital marketing environment

Responsibilities:

- Web copywriting
- Newsletter copywriting
- Acquisition, conversion and retention mailer copywriting
- Direct mail copywriting
- Call centre scripts, auto-responders and other ad hoc copy requirements of the business

Honda South Africa

When: April 2003 to June 2003

Title: Marketing assistant (temp)

Description: Temporary position at head office

Responsibilities:

- Press releases
- Motoring journalist fleet car management
- Competitor analysis
- Mystery shopping
- Reports from country-wide dealerships
- In-store marketing collateral
- Analysis of data and reporting for new vehicle strategies

References:

Available on request: please email Tony at peterwolf12@gmail.com