

# Curriculum Vitae

**Tony Lopes**



## **Overview:**

Strategic

Director-level

Analytical and commercially driven

20+ years management experience

## **Qualifications:**

Bachelor of Commerce in Strategic Management

Harvard Manage Mentor Leadership certification

Current location: Johannesburg, South Africa

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

## Executive Summary:

I am both **data-driven** and **commercially minded**. I make **decisions based on insights** from business intelligence dashboards as well as higher-level qualitative data about organisational efficiency and profitability.

In my current role as **Marketing Director for Higher Ed Partners** (a Dallas-based multi-continent organisation partnering with public universities), I am focused on driving **higher ROI and revenue generation** by using a data-driven approach and emerging technology while focused on process and team efficiencies.

My **financial focus** areas include **planning, revenue forecasting** over 12 months and 10 years, creating **budgets** and managing **costs**.

I also produce reports on **competition, product insights and market trends**.

I **present at local Executive and International Board level** in weekly management meetings and **Monthly Business Reviews**.

My expertise derives from **more than 20 years of management experience** in competitive industries including gaming, insurance and tertiary education.

### **Qualifications, certifications and courses:**

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

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

Google Analytics certified – 2016

Google AdWords certified – 2016

Harvard Manage Mentor Leadership Certification – 2015

# Resume of Tony Lopes

Last updated: September 2022

## Personal details:

Email: [tony@deephoughtmarketing.com](mailto:tony@deephoughtmarketing.com)

Cell phone: 074 104 6848

## Biographical information

**Full name:** Anthony Peter Lopes

**Citizenship:** South African and Portuguese

**Location:** Johannesburg, South Africa, working remotely

## Professional strengths:

- People management, leadership, coaching and motivation of teams
- Marketing and financial 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

## Career history

### Higher Ed Partners

**When:** July 2018 to present

**Title:** Marketing Director

**Description:** Responsible for the marketing strategy and tactics to meet the business objectives of lead generation, lead nurture and revenue generation across all marketing channels for the South African and sub-Saharan Africa region.

Higher Ed Partners is part of a Dallas-based education group (Higher Education Investments Holdings) that partners with more than 150 public universities around the world to bring degreed 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), UPSA (Ghana) and University of Namibia.

My team and I are responsible for the marketing of the online programmes 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 regarded as analytical, ROI-focused and commercially minded, while tapping into my creative side to solve business problems and face challenges.

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

## **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.

## **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).

## **Telesure**

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:** Acquisition Manager (paid media and affiliates)

**Responsibilities:** Paid media and affiliate management, budgeting, forecasting and reporting to Executive on insurance lead acquisition.

## **Osiris Trading**

**When:** July 2003 to July 2011

**Title:** Various roles within the same company over 8 years, culminating in Regional Manager for ANZAC region

**Description:** Development and execution of acquisition, conversion and retention strategies in the online gaming industry with a strong focus on digital marketing, analytics and team management.