



HEAD OF DIGITAL MARKETING

TONY LOPES

GET IN CONTACT

Mobile: +27 74 104 6848

tony@deephoughtmarketing.com

www.deephoughtmarketing.com

Working remotely from Johannesburg, South Africa

Founder of Deep Thought Marketing: a resource for digital marketers and entrepreneurs to learn the latest in digital marketing that works.

PERSONAL PROFILE

I am a data-driven digital marketing expert with a broad range of experience in paid advertising (Google, Facebook, Instagram, LinkedIn), organic search (SEO) and social media, email marketing, team leadership, digital analytics and strategy.

AREAS OF EXPERTISE

- Team management
- Digital strategy
- Google Analytics, Data Studio, Tableau and Tag Manager
- Martech including Salesforce, Hubspot, Marketo and ActiveCampaign
- SEO (Search Engine Optimisation)
- Facebook Business Manager
- Google Ads platform

OTHER SKILLS

- Ability to perform deep analysis on ad campaigns and marketing tactics to provide insights beyond data and reporting
- Excellent team management and motivational skills
- Life-long learning
- Holistic business viewpoint
- Commercially-driven
- Problem solver

WORK EXPERIENCE

HEAD OF DIGITAL MARKETING

Higher Ed Partners South Africa – July 2018 to present

CambriLearn – Jan 2017 to July 2018 (1 yr 7 mos)

HEAD OF SOCIAL MEDIA MARKETING

Osiris Trading – Nov 2013 to Dec 2016 (3 yrs 2 mos)

SEARCH MARKETING AND AFFILIATE MARKETING MANAGER

Telesure Group Services – Aug 2011 to Oct 2013 (2 yrs 3 mos)

DIGITAL MARKETER (RETENTION AND SEO)

Osiris Trading – Jul 2003 to Jul 2011 (8 yrs 1 mo)

EDUCATION HISTORY

UNIVERSITY OF SOUTH AFRICA

Bachelor of Commerce in Strategic Management, Consumer Psychology and Online Marketing

OTHER QUALIFICATIONS AND CERTIFICATIONS

Hubspot Inbound certified

Google Analytics certified

Google AdWords certified

Harvard Manage Mentor Leadership Certification

BriteFire Content Marketing and Social Media Certification

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