

Alister Mapholisa

Google Certified Digital Marketer

20532 Mzuzi Crescent, Kraaifontein, Cape Town, South Africa | +27 67 910 1244 | amapholisa@gmail.com | Availability: Immediate

Summary

Highly motivated and results-oriented Google Ads specialist with 3+ years of experience driving successful PPC campaigns for B2B and B2C clients. Proven ability to manage budgets, optimize campaigns, and generate significant ROI. Eager to leverage expertise in Google Ads and data analysis to contribute to the rapid growth of a dynamic startup.

Skills

- **Google Ads:** Campaign creation, management, optimization, reporting
- **Landing Page Optimization:** Conversion rate optimization (CRO) for hyper-personalized landing pages
- **Data Analysis:** Interpreting and utilizing data insights to optimize campaign performance
- **Reporting:** Generating comprehensive and actionable reports on campaign performance
- **Digital Marketing:** Content creation, SEO, social media advertising (Facebook Ads, LinkedIn Ads)

Experience

Digital Consultant | KPRM Media Solutions (South Africa) | Jan 2023 - Present

- Managed PPC campaigns (Google Ads, Facebook Ads) for diverse clients, including a real estate company where I achieved a **40%+ ROI**.
- Optimized landing pages to increase conversions through hyper-personalized experiences.
- Developed and implemented lead generation strategies using proven tactics.
- Analyzed campaign data and generated insightful reports to optimize performance and ROI.

Marketing Executive | Hartley Accounting (Cape Town, South Africa) | Mar 2022 - Jan 2023

- Created and executed marketing strategies to generate leads and brand awareness.
- Managed Google Ads and Facebook Ads campaigns to drive targeted traffic.
- Designed and developed hyper-personalized landing pages to improve conversion rates.

Freelance PPC Consultant | Auto & Beyond (Cape Town) | Jan 2020 - Nov 2021

- Managed a variety of PPC campaigns across search, display, video, and mobile platforms.
- Conducted in-depth keyword research and developed effective bidding strategies.
- Optimized campaigns daily to ensure maximum ROI and cost-efficiency.
- Monitored campaign performance and presented detailed reports to clients.

Education & Certifications

- **Diploma in Google Ads:** Alison Courses
- **Google Search Certification:** Google
- **Fundamentals of Digital Marketing Certificate:** Google
- **Certificate in Search Engine Optimization:** eMarketing Institute
- **Facebook Certified Media Buying Professional (410-101)**
- **Additional:** Various digital skills certifications (mobile, analytics, social media,html,css)

References

- **Kopano Moshwana** ,Managing Director and Founder
Cell:+27818920766
Email :kopano@kprmmedia.co.za
- **Kumbula Dhlamini** ,Executive director hartley accounting
Cell:+27614856917
Email :kumz@hartleyconsulting.africa
- **Idar Kopiso Managing**, Director Spidaweb
Cell:+27614627018
- **Moses Magaya** ,Director Auto and Beyond
Cell:+27815731171
Email:info@autoandbeyond.co.za