

TANAKA CURTIS NYAKANYANGA

Senior Digital Marketing Specialist

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Johannesburg, South Africa

<https://mcivy.digital/>

EXPERIENCE

Senior Digital Media Strategist

CopperTable - 11/2021 - Ongoing

CopperTable.

South Africa

Media Agency

Fluid role - seeing out the responsibilities of digital strategist, paid media buyer and account manager, involved in the complete campaign process, from conceptualization to execution & maintain a strategic, result-focused and client-orientated approach to my work with direct clients and agencies. Portfolio of clients include:

- iStore
- Nintendo
- Tabasco & Kikkoman (for Grey Africa)
- Afrisam (for Promise Group)
- Gym Africa

Assessor - Digital Marketing Course (part-time)

GetSmarter - University of Cape Town



01/2022 - Ongoing | South Africa

Education

Assessing the course material and assistance in marking written assignments, and tasks with reviews, according to GetSmarter's assessments and moderation policy for the Digital Marketing course at UCT.

Digital Marketing Manager

Gbets Sports Betting - (01/2020 - 10/2021)



South Africa

Gaming & Casino (Online Sportsbook)

Online acquisitions, customer retention and brand management for Gbets Sports Betting, the online betting arm for the Goldrush Gaming Group. My role also focused on delivering market-leading paid display, search & social strategies to ensure all performance strategies are seamlessly integrated for South Africa, Lesotho and launch strategy for South America and Canada.

Digital Strategist (freelance)

Boomtown - (05/2020- 11/2021)



South Africa

Ad Agency

Work as a freelance digital strategist for Boomtown Agency on various client accounts including:

- Nescafe Ricoffy
- Sovereign Foods
- Rain

Campaign Manager | Strategist (contract)

Hoorah Digital (09/2019 - 12/2019)



Johannesburg

Media Agency

Responsible for the development and implementation of programmatic & paid social strategies to collaborate on advanced solutions for our clients; and for creating and presenting digital strategies, for social and paid digital advertising, programmatic media buying and consumer branding for key accounts:

- Pizzahut Tanzania
- Nedbank
- WWF

ACHIEVEMENTS

Digital Presence of the Year Award



Recognised for best digital marketing strategy & online presence for Manna Resorts

Largest Sportbook in Lesotho



Gbets Lesotho has grown and is currently the largest sportsbook in Lesotho by revenue and market size.

Over 2000% YoY Reg Growth



That is directly attributed to Display, Search & Social activity (Gbets Sports Betting)

Top 10 Brand Social Pages



Based on Socialbakers for Brand Facebook pages in Zimbabwe & Lesotho

75% Rev Increase in E-commerce



Increased Hi-Tec' revenue by 75% & a 38% improvement in conversion rates across all inbound channels within a quarter

EDUCATION

BSc Business Management & Entrepreneurship

- 2012

Monash University

- Top Student - B2B Marketing

Chartered Postgraduate Diploma in Marketing

- 2017

Diploma in Professional Marketing (Digital Strategy)

- 2015

Chartered Institute of Marketing

SKILLS

- Paid Search & Display
- Social Media Marketing | Paid Social
- Digital Strategy
- Campaign Management
- Front End Web Development
- Content Development

Senior Account Manager | Strategist

Jericho Advertising (06/2018 - 08/2019)

Harare, Zimbabwe

Ad Agency

Leading the digital media strategy for our clients & responsible for oversight of wider team performance of the online team.

Portfolio of clients included:

- Nandos Zimbabwe
- Pick n Pay
- NetOne
- Nedbank Zimbabwe



Digital Marketing Executive

Manna Resorts (01/2017 - 06/2018)

Harare, Zimbabwe

Tourism & Hospitality

Responsible for the development and implementation of all digital marketing activities for the resort and was the recipient of the following awards during my tenure:

- Digital Presence Award (**Events Industry Awards**)
- Outstanding Tourism & Hospitality Organisation of the Year (**Megafest**)
- Tourism SME of the Year (**Tourism Achievers Award**)
- Company of the Year: Special Recognition Tourism & Hospitality Excellence
- Venue of the Year (**Events Industry Awards**)
- Company of the Year: Special Recognition in Tourism & Hospitality Leadership Excellence (**Zim Business Awards Council**)



Adjunct Lecturer (part-time)

Chartered Institute of Marketing (02/2017 - 07/2019)

Education Institution (Postgrad)

Assisted in the delivery of academic content, lecturing and assessing for the following modules for CIM:

- Professional Diploma in Marketing: **Digital Strategy**
- Certificate in Professional Marketing: **Digital Marketing**



Head of Digital

Design@7 (12/2014 - 09/2017)

Harare, Zimbabwe

Media Agency

-Head of Digital (Feb 2017 - Sep 2017)

-Digital Account Manager (Dec 2014 - Jan 2017)

Delivery of market-leading digital solutions including web design solutions, database marketing, email marketing, social media management and paid media for various clients including:

- Stanbic Bank
- Holiday Inn
- Zimnat
- FastJet
- POSB



Strategist

FCB Africa (2012 - 11/2013)

South Africa

Ad Agency

As part of the strategy team, primarily working on promotions and activations; was responsible for developing high-level brand strategies, product/service innovations, engagement strategies, and critical market insights. I participated in the development of relevant marketing strategies, and monitoring progression of marketing campaigns from initial conceptualisation through to execution for various clients



FIND ME ONLINE



Portfolio

<https://mcivy.digital>



LinkedIn

<https://www.linkedin.com/in/tanaka-curtis-nyakanyanga/>



Instagram

<https://www.instagram.com/curtis.mcivy/>

TECH STACK

[Google Marketing Platform](#) [Microsoft Ads](#)

[Google Tag Manager](#) [Twitter Flight School](#)

[Programmatic & RTB Display](#) [DV360](#)

[Facebook Blueprint](#) [Campaign Manager](#)

[Analytics 360](#) [Data Studio](#)

[Search Ads 360](#) [Google Ad Manager](#)

MEMBERSHIPS

- Chartered Institute of Marketing
- Marketing Association of South Africa
- Marketers Association of Zimbabwe

