



Devon Els

Marketing Operations Coordinator

Johannesburg, South Africa | +27 71 870 7784 | devonels@icloud.com | [LinkedIn](#)

I'm excited to apply for the Marketing Operations position. With several years of hands-on experience in CRM strategy, marketing automation, and customer journey design, combined with a genuine passion for creating meaningful customer experiences, I believe I could bring both insight and energy to your team.

In my most recent role as CRM & Marketing Manager, I led initiatives focused on customer retention, content/email writing, and CRM platform management. I have direct experience with campaign coordination and execution.

WORK EXPERIENCE

Stock Coordinator | The Magic Lightbox Company

January 2022 - Present

Responsible for the checking in, maintenance and inventory of rentals stock as well as marketing content and website maintenance.

- Stock Management
- Client Relations
- Marketing and Website Management

Marketing Coordinator | MO Agency

April 2021 - December 2022

In this role I coordinated the marketing material, events, advertising and CRM automation's of the company brand.

- Content Management
- CRM/Automation Management
- Campaign Management

Marketing Coordinator | Missing Link

August 2018 - March 2021

In this role at Missing Link I worked directly with the legendary owner Richard Mulholland and the exceptional managing director building and maintaining the marketing strategy, content and CRM data.

Social Media Manager | Ninja Tech Marketing

March 2017 - July 2018

In this role, I managed the daily content on social media channels, paid advertising and website content for a number of clients.

EDUCATION

BA Communication Science | UNISA

December 2022

Successfully graduated after years of studying while working full-time.

ADDITIONAL INFORMATION

- Languages Spoken: English
- Self-taught front-end developer using PHP/HTML/CSS/Laravel.
- Based in Johannesburg, South Africa. Willing to travel or relocate as required.