



Pamela Lundberg

HEAD OF E-COMMERCE & LOYALTY



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PROFILE

Currently flexing my E-Commerce muscle for an Australian Pet Care brand and handling all things customer loyalty and User Experience. Career highlights include being a critical part of the senior management team that successfully completed the sale of Pearson Institute of Higher Education to a consortium of Exeo Capital and SGI. Responsible for the Marketing turnaround strategy to bring the business into a profitable state. Skilled in Search Engine Optimization (SEO), Digital Strategy, Data Analytics, Content Management Systems (CMS), Pay Per Click (PPC), Social Media and Brand Management. A highly efficient, innovative and motivated Marketing director with extensive experience in developing successful strategies as well as, reviewing and defining the overall Marketing Strategy driven by analytical insight in line with the overall Business strategy. Comfortable working in a fast-paced, hands-on, growth-orientated environment. My passion is growing brands in the digital space particularly in the organic space through SEO and performance content. I have been fortunate enough to access resources across the world by working with the top e-learning giants such as Pearson, 2U inc, and Apollo Global, as well as Local and International University portfolios.

EXPERIENCE

Rufus & Coco

Head of E-Commerce & Loyalty (Part of Senior Leadership Team)

November 2022 - Present (Independent Contractor)

Duties include, but not limited to:

- Be accountable for the growth and performance of E Commerce sites
- Drive cost effective customer acquisition & subscription programs and build loyalty
- Develop marketing campaigns and materials to achieve results and launch new products. Align activity with other communication and ensure it is on brand.
- Budget and Team Management
- Achieve Sales Targets both B2C & B2B

Eduvos (Formerly Pearson Institute of Higher Education)

Marketing Director (Part of Senior Leadership Team)

June 2019 - Present

Duties include, but not limited to:

- To head up and lead the Eduvos Marketing function to generate demand to drive student numbers and grow the Eduvos brand.
- Accountable for the performance of the Marketing function aligned to product KPIs for all 12 Campuses. Grow market share, reduce Cost of Acquisition and improve overall conversion rates. Expand into new markets and territories.
- Relaunch the Eduvos brand into the market, effective brand positioning and hyper-growth of brand equity and growth of market share in the Higher Education space.
- Collaborate with other members of the Senior Leadership Team on business 5 year objective and implement strategy based on scale, quality and culture

- Implement new systems including e-commerce to automate business processes to increase student/stakeholder loyalty and improve Customer Lifecycle value.
- Compile marketing budgets and manage it continuously – expense and capex and ROI.
- Providing clear direction to the team on all elements of the Marketing strategy including media platforms, SEO, brand strategy, social media, consumer insights and UX.
- Manage a team of marketing professionals. Implementation of the marketing strategy, monitoring, control and problem-solving. Resourcing and capacity management, operational efficiency and innovation.
- Reporting, in-depth analysis and communication back to the business.

Pearson Institute of Higher Education

During my time at Pearson Institute the business was sold to a consortium of a Pan African Investment firm and local higher education institution. The company was renamed to Eduvos, please see detail above.

Marketing Director
June 2019 - Present

Duties include:

- Work with the Executive Director: Pearson Institute of Higher Education, Director of Corporate Affairs (Pearson Global), Academic Director and Sales Director to develop undergraduate and postgraduate marketing strategies for the Institutions in line with the strategic objectives of the company.
- Develop, plan and execute marketing and promotion strategies across all channels to increase student numbers (revenue to contribute to overall Group Group)
- Forecast student numbers and advertising spend using historical data. Allocate spend accordingly while managing annual marketing budget toward profitable results for the growth region of Pearson PLC.
- Undertake and coordinate the provision of market intelligence to provide insights into market conditions, pricing, competitor activity and customer behaviour in South Africa.
- Providing clear direction and implementation to the team and on all elements of the Marketing strategy including media platforms, SEO, brand strategy, social media, consumer insights and UX.
- Undertake and coordinate an advertising strategy and manage the planning, delivery and evaluation of advertising in SA and international priority markets in line with the marketing programmes operational plan and university objectives.

GetSmarter/2U Inc

University Marketing Lead
March 2017 - June 2019

Duties include:

- Full responsibility of defining the overall Marketing Strategy for the Local Market and University Partners associated with it (the University of Cape Town, Stellenbosch Executive Business School and the University of Witwatersrand.)
- Execution of the above strategy to drive optimum lead generation, customer experience and conversion through tools such as leveraging organic capabilities as well as paid media and analytical insights.
- Forecast student numbers and advertising spend using historical data. Allocate spend accordingly while managing an overall performance towards a profitable CPA%..
- Using spend and revenue management, coupled with swift, practical insights to drive strategies that will reduce costs, improve conversion and support student and university partner satisfaction.

- Providing clear direction to the team on all elements of the Marketing strategy including media platforms, SEO, brand strategy, consumer insights, Social media and UX.
- Leveraging SEO outreach and content opportunities, increasing organic visibility in expanded geographies both Locally and Internationally.

Milpark Education

Digital Marketing Operations Manager
May 2015 - February 2017

Duties include:

- Develop and manage reporting processes and marketing dashboards, including measurement of campaigns, demand generation and online analytics
- Responsible for return on investment in line with corporate goals through campaign metrics.
- Responsible for Digital Strategy, Campaign Management (digital and offline), Measurement and Reporting, Analytics, Data Management and Lead nurturing according to the agreed goals and objectives of the brand. This includes working closely with creative and digital agencies to produce relevant campaign creative and booking of media space.
- Develop integrated B2C and B2B Digital Marketing campaign strategies and activity plans for the various sub-brands and mother-brand.

The Grove Group

National Brand Specialist
August 2014 - April 2015

Duties include:

- Manage and enhance the company's brand or reputation in the public's eye specifically online.
- Leverage customer insight data to refine brand strategy and media plans.
- Responsible for all activities relating to the brand, marketing and internal/external communication activities. This includes including the delivery on objectives and results for key strategic initiatives as well as innovative initiatives to increase brand awareness, market share with profit-driven results.
- Driving social media through dedicated platforms and interest through paid digital media channels.

Vega School of Brand Leadership

Senior Contact Navigator (Regional Marketing Manager)
October 2013 - July 2014

Duties include:

- Develop, implement and manage campaigns ensuring they run to deadline and budget.
- Managing online campaigns, web enquires and use of digital/social media.
- Manage and coordinate the Contact Navigator team (marketing department) and all marketing/sales/branding related projects including the delivery on objectives and results for key strategic initiatives. Full responsibility of all regional sales as well as implementation of key initiatives to drive profit and build relationships with all stakeholders of the brand.
- Manage, design and implement an effective local and national marketing strategy.

*Full Experience available on LinkedIn.

ACHIEVEMENTS

- Successful Launch of the Eduvos Brand - Ranking 4th in the Private Higher Education Space
- Relaunch of Pearson Insitute's e-commerce merchandise website and launch of student app
- Successful launch of Customer Automated Journeys reducing the cost of acquisition by 33%.
- Built an internal team of marketing experts to deliver on the strategy, reducing operational business expenses by 16% YOY.
- Part of the Senior Leadership Team driving the strategy of the business and responsible for key business decisions.

EDUCATION

London School of Economics and Political Science

Data Analysis for Management Certification
November 2018 - February 2019

Massachusetts Institute of Technology

Digital Marketing Analytics Certification
May 2018 - September 2018

Vega School of Brand Leadership

BA Degree in Communication Management
specialising in Creative Brand Communication.
January 2008 - November 2010

University of Cape Town

Search Engine Optimisation(SEO) Certification
April 2017 - August 2017.

Google Academy

Certified Google Adwords Professional
May 2016 - June 2016.

LANGUAGES

English

Afrikaans (2nd Language)

SKILLS

Profitable Digital campaigns

CRM/Salesforce/Tableau/MS Dynamics/Everlytic

Hubspot/Oracle Eloqua

Analytics/MOZ/SEMRUSH

E-commerce platforms -
Shopify/Custom built

Power Apps & PowerBI

Shopify Plugin/Apps

HTML/CSS/Javascript

Paid Media (PPC)

SEM

Search Engine Optimisation

Team Management

Design/Adobe Suite

Copywriting

Email Nurturing Strategies

Marketing workflows

Content development

Forecasting, Data Analysis

Organic Strategy/Earned Media

Social Media Strategy (Paid & Organic)

Brand Sentiment/Loyalty Strategies
(Customer Nurturing models &
Strategy)

REFERENCES

References available on request.