



SAM BELL

DIGITAL MARKETING MANAGER

Creative strategist born in a digital age, innovated by the internet & AI. Master of marketing and all things Meta, from Google, Microsoft, FB & IG to LinkedIn, TikTok & Twitter. I've led over 80 brands to peak profitability.

For 8+ years I've worked with 3 award winning agencies & my own clients. I've excelled at promoting a wide spectrum of B2C & B2B brands offering a variety of products & services. Managed ads for international industry leaders, billion dollar enterprises, Africa & AU's largest designer reseller, UAE's biggest pharmacy, the creator of barcodes and a whole lot more.

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- sambellsays@gmail.com

EDUCATION

VEGA SCHOOL 2016 - 2018
Bachelor of Business Administration in
Brand Management & Marketing (BBA)

ST JOHNS DSG 2010 - 2015
National Senior Certificate Matriculation
Bachelor's Degree Pass & 4 Distinctions

EXPERTISE

Microsoft Office Suite	+ 18 Years
Facebook & Instagram	+ 16 Years
Copy & Content Creation	+ 16 Years
Photography & Videography	+ 16 Years
Adobe CC & Google Suite	+ 10 Years
Wordpress, Shopify & Wix	+ 9 Years
Managing PPC, SEO & SEM	+ 7 Years
Google Ads & Analytics	+ 7 Years
Social Media Ads (FB & IG)	+ 7 Years
Google Business Profiles	+ 6 Years
Google Merchant Center	+ 4 Years
YouTube & TikTok Ads	+ 3 Years
Microsoft & Bing Ads	+ 2 Years

REFERENCES

Ed Jones +61 474 484 033
Head of Paid Search - OMG Agency

Kirsten Dewar +27 76 420 7688
Managing Partner - Platinum Seed

Luke Calitz +27 72 357 8022
Director - B Online Agency & Luxury

EXPERIENCE

FREELANCE - UPWORK OCT 2025 - PRESENT
DIGITAL MARKETING CONSULTANT 8 MONTHS

Consulting as an independent freelancer ensured I have more creative control, to delve deeper into major brands, and pursue more strategic opportunities. While I still market multiple businesses, this reconnected me with my passions and gave me more time to make meaningful impacts on individual brands, tell their stories & optimise designs.

Results And Achievements:

- Managed ad budgets up to \$260k pm on Google, Microsoft & Meta.
- Generated over \$16 Million in paid ad revenue for online retailers.
- Achieved a record breaking ROAS of 30 for an e-commerce client.
- Crafted campaigns which led to \$1.5B property purchases in a year.

ONLINE MARKETING GURUS OCT 2023 - SEP 2025
SENIOR DIGITAL MARKETING MANAGER 2 YEARS

Crafted & optimised paid search & social ads for over 35 brands around the world (USA, Canada, AU, UK and United Arab Emirates). My work led to results, being awarded OMG's employee of the month in 4 months for becoming the top Google Ads consultant for UAE & UK clients and generating the 3rd most revenue of all paid ad experts. I strategically spent over \$1m on Google, Microsoft and Meta (FB & IG) and achieved over \$14m worth of ad revenue for my clients. As a senior leader of the international marketing team for Australia's #1 digital marketing agency, I also managed & mentored junior paid media consultants and collaboratively supervised ad accounts run by my team.

Roles And Responsibilities:

- Plan, craft & develop campaigns that drive sales, leads & ad revenue.
- Analyse ads & trends, generate reports & utilise insights to boost ROI.
- Manage & lead the international marketing team (4+ ad specialists).
- Master Google, Meta & Microsoft's advanced tools, AI & beta features.
- Enlighten & evolve OMG marketers to become the best in the world.
- Optimise performance by implementing cutting edge strategies.
- Ensure excellent results by putting in the time, effort & energy: I've achieved an average ROAS of 1,400% for my clients and produced \$30k+ for the agency in monthly retainer fees. My secret is logging more billable hours than most consultants at OMG (±10 hours/day).



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DIGITAL MARKETING MANAGER

- Millennial / Gen Z (1997)
- Cape Town, South Africa
- [Click here to connect on LinkedIn](#)

CERTIFICATION

GOOGLE ADS COURSES

Google Ads & Analytics Certifications
Search, Display, Shopping, Video & Data

OTHER CERTIFICATES

Microsoft Ads - Search Advertising
& Digital Marketing Fundamentals

CLIENTS

Retail & Ecommerce	18 Brands
Health & Beauty	14 Brands
Fashion & Apparel	10 Brands
Technology & AI	9 Brands
Food & Beverages	8 Brands
Property & Real Estate	6 Brands
Business Consulting	5 Brands
Auto & Transport	4 Brands
Finance & Investments	3 Brands
Marketing & Advertising	3 Brands
Environmental	2 Brands
Accommodation	2 Brands
All Of My Clients	84 Brands

AGENCIES

Online Marketing Gurus
www.onlinemarketinggurus.com.au

Platinum Seed Agency
www.platinumseed.com

B Online Agency
www.bonline.co.za

MORE EXPERIENCE

PLATINUM SEED AGENCY

**DIGITAL MARKETING MANAGER
& ACCOUNT MANAGER**

AUG 2022 - OCT 2023
1 YEAR & 3 MONTHS

Managed the marketing team and created engaging content & ads on Google, Meta, FB, IG & LinkedIn for 17 ecom & lead gen businesses.

Roles And Responsibilities:

- Set up SEO, SEM & PPC ads, analytics accounts & conversion events.
- Crafted copy and content for paid ads, social media pages & posts.
- Executed marketing plans that led to high ROIs for unique brands.
- Optimised paid media performance consistently to ensure monthly reports confirmed clients' goals were always met & often exceeded.
- Collaborated symbiotically with clients, peers & teams to produce custom fit strategies that fulfilled all core KPIs & key objectives.
- Developed innovative digital marketing proposals & custom reports that defined results, trends, accomplishments & opportunities.

B ONLINE AGENCY

DIGITAL MARKETING MANAGER ←
CONTENT CREATOR & DIGITAL MARKETER

APR 2020 - JUL 2022
2 YEARS & 4 MONTHS

Within 3 months I proved my digital marketing skills and was promoted to ad manager, by designing & developing paid ads for nearly 30 brands.

Roles And Responsibilities:

- Managed digital marketing channels and innovated PPC ads, campaigns & strategies across Google, Facebook & Instagram.
- Set up SEO, product catalogs, social media stores & re-marketing.
- Crafted personalised marketing reports & strategic documents that highlighted market research, insights, overviews & achievements.
- Created on-brand copy and high quality content for websites, paid ads, social media posts, blogs, articles, newsletters & proposals.
- Organised people, places, products & props for content shoots.
- Captured professional photos & videos to use in posts & ads.

ANVIL BAY LODGE

DIGITAL MARKETING STRATEGIST

JAN 2018 - APR 2020
2 YEARS & 4 MONTHS

Crafted enticing paid ad copy & organic content for AB's social media accounts (Facebook, Instagram, YouTube & Twitter), website, blogs, newsletters, brochures, articles, events & conferences. Managed ads & content on Google, Meta & various marketing channels (magazines, radio & newspapers). Optimised brand strategies, enhanced awareness.

Roles And Responsibilities:

- Managed & optimised all paid & organic digital marketing channels.
- Produced beautiful graphic designs, photos & videos for posts & ads.
- Pitched sales presentations at travel conferences in Africa & Europe.
- Created captivating copy and engaging content and coordinated & oversaw influencer campaigns, for the brand & travel agencies to utilise both online and offline. All of which boosted income by 150%.