



# Josh David

Creative Digital Marketer | SaaS & Web3 Enthusiast | Growing Brands Through Social

London, UK

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## Links

[LinkedIn](#)

## Languages

Afrikaans

English

## About

With over 7 years in the digital marketing space, I am a dynamic and forward-thinking professional known for my ability to drive exceptional growth for SaaS and Web3 businesses. I have crafted million-pound ad campaigns, leveraged cutting-edge strategies in DeFi and SaaS solutions, and successfully raised over £2 million in partnerships.

"My goal is to continuously evolve and innovate, leveraging the latest trends to drive growth for web3 businesses."

### BRANDS WORKED WITH

- D'Addario music collective
- David Digital
- DMM - Digital Marketing Management
- Loop Online (Pty) Ltd
- Raleigh International
- Social Media Week
- Swolo O'Clock
- Universal Music Group
- Valerian Media

## Experience



### Marketing Lead

Raleigh International | Apr 2023 - Jul 2023

- \* Developed and executed comprehensive digital marketing strategies, including SEM, social media, email marketing, and content marketing, resulting in increased website traffic and lead generation.
- \* Managed cross-channel campaigns, utilising data-driven insights to optimise performance and achieve key performance indicators (KPIs).
- \* Led email marketing efforts, creating targeted and personalised campaigns that achieved high open and click-through rates.
- \* Collaborated with internal stakeholders and external partners for marketing campaigns
- \* Managed digital advertising budgets and allocated resources

### Marketing Consultant

| Jan 2023 - Apr 2023

- \*Creating a comprehensive media campaigns to promote Web3 projects
- \*Utilizing social media platforms to build and engage communities
- \*Creating targeted ad campaigns on Facebook, TikTok and Google
- \*Analyzing data to optimize campaigns and maximize ROI

Tools: SEMRush, Google Analytics, Hootsuite, Sprout Social



### Board Member/Event Director

Social Media Week | Jun 2019 - Nov 2021

- \*Built and managed high-performing teams for successful event planning and execution
- \*Developed fundraising strategies that attract investors and secure necessary funding
- \*Establishing and managing partnerships with government officials, brands, and other organisations
- \*Conducted thorough market research and analysis to identify key trends and opportunities in the industry

Tools: Asana, Trello, Cision, Meltwater

### Founder/Digital Marketing Executive

David Digital | Jan 2019 - Dec 2022

I founded David Digital a boutique agency.

- \*Secured Livestreaming deal with Huda Beauty
- \*Brought in over 1 Million in revenue for Ecom brands/SaaS businesses
- \*Created comprehensive campaigns that utilize a variety of digital tools

to engage audiences and drive growth

- \*Developed growth strategies for b2b, D2C, and communities
- \*Ran effective paid advertising campaigns on various platforms including Facebook, Instagram, TikTok, and Google Ads
- \*Creating campaigns that promote NFT, Crypto, and DAO projects and build communities around them

Tools: Adobe Creative Suite, Facebook Insights, HubSpot, Salesforce.



## ● Head of Community

Universal Music Group | May 2018 - Jun 2019

- \* Developing and refining personal brands and identities for talent and artists
- \*Conducting market research and analysis to identify key product opportunities and trends in the industry
- \*Utilising various analytics and measurement tools to track campaign performance and optimize tactics accordingly
- \*Creating compelling and cohesive visual and messaging elements

Tools: Buffer, Buzzsumo, Brandwatch, Magento, Moz, Basecamp, Brandify.

## ● Account Director

Valerian Media | Oct 2017 - Jan 2019

I managed the various services offered to clients. Including partnering with brands and businesses to drive better business outcomes with an in-house media team, web development team and digital marketing contractors.

- \* Secured Super Bowl deal with Budweiser
- \* Brought in over \$3 million dollars worth of brand deals
- \*During my period with Valerian Media I signed on Vodafone for a content deal and managed the entire project
- \*I represented the company on a business development tv show and on radio
- \*I was in charge of internal growth as well as client growth
- \*Worked on sales strategies and pitches to potential partners
- \*Managed the creative team and tech team
- \*Was in charge of building project flows and managing every project
- \*Created content and visuals for clients social media

## ● Growth Executive

DMM - Digital Marketing Management | Oct 2017 - May 2018

During my period at DMM I took on various roles and assisted in the growth of both the internal processes as well as our client project. My main job was to work hands on with the marketing and dev team in creating a solid brand and custom software that would help these clients to scale.

- \*Handle growth process and strategies
- \*worked with the dev team in building systems, websites and backends
- \*Designed website front end and elements
- \*Put together marketing strategies and management content
- \*Managed a marketing team and provided training

## ● Digital Marketing Strategist

Loop Online (Pty) Ltd | Oct 2016 - Sep 2017

- \*Managed business growth and acquisition
- \*Head of digital marketing - I manage all digital platforms for both the company and their clients
- \*Constructed strategies that were well analysed according to their brand and identity.
- \* Researching current trends specific to brand object and demographics.
- \* Managing collaboration
- \*Analysing and measuring data for each campaign and post. Setting effective schedules in place for future brand planning.
- \* Using various tools such as, Hootsuite, Google Adwords, Google Analytics.
- \*Using necessary tools and data to grow their following

## ● Content Creator and Social Media Strategist

Swole O'Clock | Aug 2016 - Dec 2016

My job required, collecting user generated content from social media in the best possible format, looking for professional photographers to promote the brand's new content, choosing the content from mentioned sources as well as company's database, and scheduling them into social media posting calendar using the Schedugram application, proper tagging of images and videos.

In charge of selecting and editing photographs for the brand as well as scheduling and recruiting prospective photographers

\*Collected user generated content from social media in the best way possible.

\*Searched for professional photographers to create brands new content.

\*Choosing content from mentioned sources and from company's database and scheduling them in social media posting calendar using Schedugram.

\*Keeping up to the schedule and editing content.

Recommendation

"I can vouch that Mr Gopal was a very good and trustworthy employee, who communicated well when in doubt, and once trained, knew how to perform the work fast and effeciently. He has a very good sense of what is the right image to represent the brands persona, a "good eye" for picking the right content, and that is somewhat a personal talent, rather than a skill that can be learned. He was also taking proactive steps, by making personal suggestions for the content strategy of the brand. Therefore, I can recommend Mr Gopal without reservation."

- Agnieszha Chen-Dadura

## ● Private Teacher

D'Addario music collective | Mar 2016 - Aug 2016

I am a drum tech and teacher. Offer technical support and tutor.