

# LINDI JAMES

## Curriculum Vitae

### Personal Information

**Nationality:** South African

**Languages:** English, Afrikaans

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### Skills

Email automation, ChatGPT, Sora, Generative AI, SEO, Copywriting, Data segmentation, HubSpot Enterprise, CMS, CRM, Marketing Hub, Sales Hub, Service Hub, Zoho, Spotler CRM, Spotler Mailer+, Leadify, Microsoft Office, Canva, Mailchimp, WordPress, Elementor, Survey Monkey, Google Workspace, LinkedIn Ads, Google Ads, Facebook Ads, Google Analytics certified, HubSpot certified (Sales Hub, Marketing Hub, Inbound Marketing), Certified Sales Mastery for IBM SPSS Statistics and Modeler, Certified Data Science and Business Analytics Competency Sales Foundation, Research, Leadership, Communication.

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### Professional Summary

Sales and Marketing Professional with 16 years of B2B SaaS experience. Skilled in writing, communication and problem-solving. Passionate about AI, automation and content. A committed marketing generalist who thrives in dynamic environments that stay up to date with the latest technologies and trends.

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### Work Experience

#### Vpod Smart Solutions – Senior Marketing Manager

*Dec 2024 – Present*

- Sales enablement for sales teams and partners
- Channel partner management and growth support
- Content management including website messaging and blogs
- Collateral writing and campaign copy development
- Design and delivery of sales and event slide decks
- Creative production including copy, layout and brand visuals
- End-to-end HubSpot campaign build and execution
- Workflows, lists, automation setup and reporting
- HubSpot sequence creation for pipeline acceleration

- LinkedIn campaign strategy, ABM and optimisation
- Event planning, coordination and on-ground execution
- New website pages and content creation

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## Keynus – Senior Marketing Manager

*Nov 2024 – Nov 2025*

- Sales enablement for global sales teams
- Strategic partner support to drive channel growth
- Website content strategy and positioning
- Blog writing, collateral creation and content rollout
- Presentation decks for sales, events and channel partners
- Creative design and branded marketing assets
- HubSpot automation, workflow building and reporting
- Sales sequences and nurture roadmaps
- LinkedIn ABM and paid campaign execution
- Full event management and presence planning
- Website build, content upload and UX layout
- HubSpot implementation and sales pipeline setup
- Deal flow automation, quoting and ICP modelling
- Lead scoring, buyer fit profiling and pricing automation

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## 6 Month Sabbatical

*Jan 2024 – Jun 2024*

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## Open Energy Market UK – Digital Marketing Lead

*June 2022 – December 2023*

- Migrated CRM from Zoho to HubSpot organisation-wide
- Developed data-driven lead automation and scoring
- Shifted pipeline from sales-led to marketing-led
- Marketing strategy and launch for SaaS product True
- Built two complete websites including design and content
- Planned objectives, UX, inbound and content structure
- Drove integrated messaging across digital channels
- Managed campaigns including paid digital and automation
- Led, mentored and upskilled the in-house marketing team
- Managed agencies, PR and cross-functional collaboration
- Performance measurement and reporting for optimisation
- Supported partnership marketing, events and visibility

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## OLSPS Analytics (formerly SPSS-SA) – Marketing & Sales

*March 2008 – May 2022*

- End-to-end campaign creation and execution
- Website copywriting, layout and project management
- Creative development for marketing collateral
- Email marketing and high-volume mailer management
- Social media management (LinkedIn, Facebook, Twitter)
- Blog and content creation aligned with industry trends
- Press releases and thought leadership content
- Strategic planning and marketing roadmap execution
- SEO, Google Ads, LinkedIn Ads and performance analytics
- IBM SPSS software sales and target achievement
- Client retention and relationship development
- Technical support for IBM SPSS Statistics
- Assistance with IBM training programmes
- Event planning, trade shows and B2B activations

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## Education

### **Institute for Marketing Management (IMM) – 2014–2018**

BCom in Marketing & Management Science

Modules included: Marketing, Financial Management, Business Management, Economics, Business Statistics, Project Management, Supply Chain, Commercial Law

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## References

Available on request.