

NELLIE MAKONDI

DIGITAL & INTEGRATED MARKETING MANAGER | PERFORMANCE, CRM, E-COMMERCE & SEO

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PROFESSIONAL PROFILE

Digital and integrated marketing professional with GCC experience across beauty, luxury retail, e-commerce and B2B. Hands-on across web, SEO/SEM, paid media, CRM, email marketing, social, analytics and conversion optimization, with experience taking campaigns from strategy and build through launch, measurement and optimization. Track record includes 58% e-commerce revenue growth, 100+ qualified B2B leads per month and measurable gains across paid and organic acquisition.

SELECTED DIGITAL IMPACT

+58% e-commerce revenue growth | 100+ qualified B2B leads/month | 128 paid-ad message conversions in a key reporting month
| +13.2% ADP search impressions in a reported 28-day period

CORE EXPERTISE

Digital Marketing Strategy • SEO / SEM • Google Ads • Meta Advertising • E-Commerce • CRM & Marketing Databases • Email Marketing & Automation • Social Media • Customer Journey & Funnel Optimization • Lead Generation • Landing Page & Website Optimization • Campaign Analytics • ROI & KPI Reporting • Audience Segmentation • Conversion Optimization • Agency / Vendor Management

PROFESSIONAL EXPERIENCE

Hair Beauty Network Marketing Manager

Dubai, UAE
2023 - Present

- Lead integrated digital marketing for a portfolio of premium European beauty, salon furniture and luxury retail brands across GCC B2B, retail and e-commerce channels.
- Increased e-commerce revenue by 58% within six months through funnel restructuring, website optimization and performance marketing initiatives.
- Generate 100+ qualified B2B leads per month through integrated digital campaigns, exhibitions and events, connecting acquisition activity to commercial follow-up.
- Led a June 2026 reporting period that generated 66 leads and 15 converted leads; Instagram contributed 36 of 50 attributed leads (72%), making it the strongest tracked acquisition source.
- Directed paid campaigns that delivered 128 message conversions and 197K views in June 2026, using campaign data to optimize creative, audiences and lead-generation activity.
- Plan and manage paid media, SEO, email marketing, social, influencer and content activity while tracking campaign performance against lead, traffic, engagement and conversion objectives.
- Work with web developers, agencies, sales and operations on WordPress landing pages, website improvements, lead forms, campaign tracking and user-experience optimization.
- Develop CRM segmentation and lifecycle strategies across salons, interior designers, contractors and architects, with triggers for new leads, quotations, purchases, dormant customers and launches.
- Use CRM and analytics to evaluate source, customer type, project stage, campaign response, quote-to-order conversion, repeat purchase and reactivation opportunities.
- Manage Alexandre de Paris GCC digital marketing across e-commerce, Abu Dhabi retail, Dubai POS/showroom and salon key accounts, including SEO, paid media, email, social, launches and customer journeys.
- Improved Alexandre de Paris organic search performance in a reported 28-day period: clicks increased 10.5% to 749, impressions rose 13.2% to 14.6K, and average Google position improved from 7.8 to 7.4.

Italia Films Marketing Manager

Dubai, UAE
2023

- Led GCC digital and integrated marketing campaigns for major international film releases, coordinating audience strategy, digital activation, promotional partnerships and regional launch execution.
- Worked with regional stakeholders and studio partners to deliver market-specific campaigns against fixed theatrical release dates.
- Supported major releases including The Little Mermaid, Elemental and John Wick 4.

First Capital Bank Business Analyst & Project Manager

Blantyre, Malawi
2021 - 2023

- Led digital transformation and automation initiatives across compliance and customer onboarding, translating business requirements into implementation plans and process improvements.
- Developed business cases, ROI analyses, governance frameworks and reporting to support technology and operational investment decisions.
- Managed cross-functional stakeholders, project delivery, budgeting and implementation across multiple concurrent initiatives.

Ctrack (Inseego) Sales & Marketing Management Trainee

Johannesburg, South Africa
2019 - 2021

- Produced sales performance reporting and market intelligence, supported business development and proposals, and contributed to marketing initiatives designed to increase brand visibility.

CRM, E-COMMERCE & DIGITAL DELIVERY

CRM & lifecycle: segmentation, campaign targeting, new-lead acknowledgement, quotation follow-up, purchase journeys, reactivation and campaign-response tracking. **E-commerce:** Shopify, product and promotional campaigns, customer journey optimization and online revenue growth. **Web:** WordPress, landing-page coordination, SEO, lead forms and UX improvements. **Measurement:** Google Analytics, Search Console / SEO reporting, paid-media reporting, lead-source analysis, conversion and ROI-focused optimization.

CREATOR & BRAND PARTNERSHIP EXPERIENCE

Personal Brand & Content Creation

Dubai, UAE

Content Creator & Brand Partner

2017 - Present

- Built a 20,000+ follower digital platform and collaborated with global brands including Huda Beauty, Adidas, Nike, Farfetch, Namshi and Smashbox.
- Develop creative concepts, photography, video and social content for sponsored campaigns, product launches and brand activations.

EDUCATION

Bachelor of Business Administration (BBA) | University of Wollongong | 2015 - 2019

Bachelor of Arts & Bachelor of Business (Marketing) | Monash College Australia | 2014

TECHNOLOGY & PLATFORMS

Shopify • WordPress • Meta Business Suite • Google Ads • Google Analytics • SEO Tools • CRM Systems • Email Marketing Platforms • Marketing Automation Platforms • Microsoft Office • Excel • Canva