

**Deon Malan**  
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South African Citizen

## Competencies

### Languages

English ★★★★★  
Afrikaans ★★★★★  
French ★

### Tools/ Platforms

Moz.com, SEMRush, Ahrefs,  
Majestic SEO, SERanking,  
ScreamingFrog, Content  
Squared, Google Analytics,  
Google Search Console, MS  
Word, MS Excel, MS Powerpoint,  
G-Suite, Conductor, Google Tag  
Manager, Data Studio.

### Some Brands Worked on

Philip Morris South Africa – IQOS  
British American Tobacco SA –  
Vuse, Velo, Glo  
Hippo.co.za  
Santam.co.za  
Nivea.co.za  
Eucerin.co.za  
Clarins.co.za  
Sahomeloans.co.za  
Kingprice.co.za  
Pick & Pay Fresh Living  
Absa Corporate and Investment  
Banking

## Education

**2020**  
**NextGen Graduate**  
*Squared Online/ Google/  
Dentsu, Cape Town,  
South Africa*

**2010**  
**Certificate in Journalism**  
*CityVaristy, Cape Town,  
South Africa*

**2000**  
**Matric (Grade 12)**  
*Graeme College, Grahamstown,  
South Africa*

## Professional Experience

### Head of SEO

#### Dentsu Performance

*January 2023 - present*

- Develop and authors overall team strategy and approach to SEO
- Ensure best practice, consistency and innovation in all SEO activities
- Ensure knowledge-sharing across teams
- Liaise with other Dept. Heads to engage in cross-channel strategic planning
- Ensure the annual budget is met, working with the Senior Management team
- Ensure profitability of team through effective resource planning
- Grow and develop product offering to keep it leading edge
- Executing Client based SEO work

### SEO Director

#### Dentsu Performance

*Aug. 2021 to Dec. 2022*

- Ensure best practice and innovation in all SEO activities
- Manage and maintain client relationships and main point of escalation
- Work on multiple, large or complex clients and develop overall strategy and goals for the team
- Manage and develop direct reports and accountable for complete team development
- Conduct forecasting for annual and monthly budgets and responsible for growing account profitability
- Contribute to new business development when required
- Executing Client based SEO work

### Senior SEO Strategist

#### iProspect (Dentsu South Africa)

*Jul. 2017 Jul. 2021*

- Formulate SEO Strategy
- Implement SEO strategy along main SEO pillars
- Mentor junior team members
- Compiling and presenting monthly reports

### Senior SEO Strategist

#### ROI Media

*2014 -2017*

- Client facing role
- Formulate SEO Strategy
- Implement SEO strategy along main SEO pillars
- Monthly Reporting

### SEO Strategist

#### ROI Media

*2014 – Aug. to Oct.*

- Responsible for creating and executing SEO strategies for clients
- Delivering and presenting reports to client

### Content Writer

#### ROI Media

*2012 – 2014*

Briefed by SEO team to create a variety of different SEO specific content outputs including: Landing and product page copy, blog articles and project based bulk product page copy.