

Deon Malan

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 Deon.malan@gmail.com
 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.