



# Keeva Cummins

Campaigns - Brand Activations - Project Management

## CONTACT

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## SKILLS

- Integrated Campaign Management
- Growth Marketing Strategy
- B2B & B2C Marketing
- A/B Testing & CRO
- Project Management
- Budget Management
- Data Analysis & Performance
- Stakeholder Management
- SEO & SEM
- CRO & UX Design

## INTERESTS

- Foodie** - you'll know if you see my camera roll
- Travel** - i've moved home 12 times and counting
- OLY weightlifting** - a mental battle, but addictive
- Race bike** - this year i'll cycle from NL to belgium
- Working remotely** - freedom to focus, anywhere
- Running** - therapy for the soul

## LANGUAGES

- English (Native)
- Irish (B2)
- Dutch (A1)



## PROFILE

Campaign Manager with 7+ years of experience across FMCG and tech, passionate about creating data-driven campaigns that deliver big results. As a freelancer, I've helped FMCG clients craft campaigns that move the needle and drive growth. I thrive on managing multi-channel campaigns across Google Ads, Meta Ads, and LinkedIn, using automation and real-time bidding to optimise performance. Expertise in tracking, attribution, and analytics, turning complex data into clear, actionable insights that consistently exceed KPIs. Proud to have boosted conversions by 64% YoY through precision PPC targeting and optimisations. Combining data with creativity to drive measurable results is what I love to do, and when things click, the results speak for themselves!



## SUMMARY EXPERIENCE

- Bizzdesign** Oct 2022 - Present  
Digital Marketing Manager
  - Leading cross-functional campaigns across Europe, driving 12% growth in marketing-generated revenue.
  - Refining strategies using consumer insights, increasing content consumption by 25% and boosting conversion rates by 36% YoY.
  - Managing relationships with agencies and suppliers, ensuring aligned KPIs and brand messaging.
  - Overseeing campaign planning, optimization, and reporting, delivering impactful results and actionable insights.
  - Building strong relationships with stakeholders to drive media activations and achieve business objectives.
- Digital Marketing Consultant** Jan 2020 - Sept 2022  
Media Buyer & Project Manager FMCG
  - Drove a 30% increase in revenue for FMCG clients by developing and executing targeted digital media campaigns across social, search, and programmatic channels.
  - Built and implemented a new campaign project management process, boosting project delivery efficiency by 25% and significantly improving the client experience.
  - Exceeded KPIs by 40% through optimised digital media campaigns, delivering a 20% increase in conversions and a 35% boost in brand awareness.
  - Built strong relationships with internal and external stakeholders, ensuring seamless execution of campaigns that consistently aligned with the clients goals.



## EDUCATION

- Facebook Blueprint Certification 2021
- Google Ads Certification 2021
- Brainstation Digital Marketing 2019
- Bachelors Business with Marketing 2015 - 2016
- Bachelor of Events with Public Relations 2012 - 2015