



Hein Ginster

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Digital Strategist | PPC, SEO, Brand & Analytics

Profile

Data-driven digital marketer and strategist with experience across PPC, SEO, brand management, e-commerce, analytics and customer experience. I combine performance marketing with a strong research and insight foundation, using data to improve campaigns and support practical business decisions. My experience spans B2B technical markets and consumer-facing brands, including industrial manufacturing, engineering, automotive, car rental, salvage and automotive parts, construction, healthcare, logistics, property services and consumer products.

Education

University of the Witwatersrand

Master of Commerce (Research) in Marketing – Feb 2025 – Current

Bachelor of Commerce Honours in Marketing – Feb 2024 – Dec 2024

Bachelor of Commerce Law with Marketing – Feb 2021 – Dec 2023

Work Experience

Digital Strategist (PPC & SEO) | Engineered Media

July 2026 – Current

- Manage and optimise Google Ads campaigns across a diverse B2B and B2C portfolio, with particular exposure to industrial, engineering and manufacturing clients.
- Develop SEO strategies using keyword research, search intent analysis, on-page optimisation and content recommendations to improve organic visibility and lead quality.
- Use campaign, conversion and reporting data to identify performance opportunities, improve budget efficiency and support wider client digital strategy.

Assistant Brand Manager | Pace Auto Group

July 2024 – June 2026

- Created and launched a salvage and recycled automotive parts e-commerce business, including its brand identity, Shopify store, product content, fulfilment processes and logistics system.
- Managed digital marketing across car rental, mobility and automotive-related brands using Google Ads, Meta Ads, SEO, Google Analytics, Google Merchant and Google Business Profile.
- Developed performance dashboards and analysed campaign data to redirect spend towards stronger-performing channels and improve conversion efficiency.
- Produced multiple high-ranking SEO pages and helped move a competitive industry search term from the second page of Google to 4th position.
- Built a Landbot automation to streamline WhatsApp applications and customer enquiries for a sister company.

Skills

Digital Marketing: Google Ads, Meta Ads, SEO, campaign optimisation, conversion tracking, Google Analytics 4

E-commerce & Web: Shopify, WordPress, Google Merchant, Google Business Profile

Analytics & Reporting: AgencyAnalytics, WhatConverts, dashboard reporting, descriptive analysis, insight storytelling

Design & Content: Canva, Adobe Premiere Pro, Adobe Photoshop

Strategy & Management: Brand management, customer journeys, digital strategy, CRM systems, project management

Technical Skills: HTML, CSS, JSON, JavaScript

Research: Survey analysis, reliability, validity, regression and PLS-SEM

Additional Experience

- Master's research – Investigating how Google Voice Assistant influences customer experience and brand relationship quality across South Africa and Germany.
- Head of Marketing – Wits Choir (2023): Led marketing strategy, content creation and social media engagement.
- Volunteer – Door of Hope (2023): Organised outreach visits and fundraising activities.
- Founder – MEFIRST E-commerce (2021): Designed and managed an independent online store.

Interests

- Active member of a church
- MC at events, Voice acting, Singing, Volunteering