

# Lisa Lottering

[lisalottering@gmail.com](mailto:lisalottering@gmail.com)

+351 912 568 092 (PT) · +27 79 889 2844 (WhatsApp)

Growth marketing consultant · SaaS, e-commerce & travel

[lisalottering.com](https://lisalottering.com) · [LinkedIn](#)

South African · Portugal resident · English & Afrikaans

11+

years in growth marketing, from CM.com to Deel

~40 → 7

avg. search position after the deel.com relaunch

14×

blended ROAS on a fashion e-commerce account

91%

saved vs the agency quote on a 265 - page rebuild

## ABOUT

I find where revenue leaks, then build the fix myself. That has meant rebuilding **PaySpace's 265 - page site in five weeks**, deployed with external dev support, a CRM migration across two enterprise businesses without losing a signal, and a **14× blended ROAS** on a fashion account. I work hands-on in the data and hand over systems a team can run without me. I do my best work bringing people and skills together toward one goal.

## CORE SKILLS

Marketing strategy & planning

Growth & performance marketing

CRM migration & marketing ops

Data, analytics & attribution

Cross-functional leadership

Marketing site builds & AI delivery

## TOOLS

### PAID MEDIA



### ANALYTICS



### CRM



### LIFECYCLE & COMMERCE



### WAYS OF WORKING



## EXPERIENCE

### SMUDJ · growth marketing consultant

2025 – now · consulting

Full-funnel growth for a fashion e-commerce brand. [smudj.co.za](https://smudj.co.za)

- Read Shopify, Meta, Google and Klaviyo together to find where sessions and spend were leaking.
- Built the reports and campaign landing pages that supported the Meta ads specialist, and created the new home-page structure the dev implemented into a new theme.
- Wired the WhatsApp Business API into Klaviyo for the abandoned-bag flow. Growth, last 12 months vs the prior 12: **revenue up 38%** and **orders up 27%**, at a **14× blended ROAS** on the account.

### RealGoodWords · co-founder

2025 – now

Review-management SaaS for local businesses. [realgoodwords.app](https://realgoodwords.app)

- Own marketing end to end: SEO and AI-search content built to be cited by Google and LLMs, PostHog analytics, and founder-led outreach to a deliberately narrow ICP.

### deel.com · product marketing manager · regional marketing lead

2025 – 2026 · consulting

Product and regional marketing on deel.com after the Deel Local Payroll integration. [deel.com](https://deel.com)

- Own six work areas: regional strategy, website and digital, marketing operations, CRM and tracking, full-funnel reporting, and product marketing support. Scope has roughly tripled since 2023.
- Rebuilt and relaunched payspace.com's 265 - page website under the Deel brand in five weeks with Claude, deployed with external dev support, **about 91% under the agency quote**. Search recovered from average position **~40 to 7**.
- Led the CRM migration from Zoho to Salesforce via HubSpot, with GTM, Amplitude and Looker Studio reporting aligned to Deel's framework, and no attribution lost in the move.
- Built media plans and targets versus actuals bottom-up from revenue goals; ran campaign funnels per segment, and expanded paid search into 10 African markets.
- Relaunch grew **sales pipeline 5×**; marketing sourced **30% of MRR** and **40% of SQOs**, at 54% lower cost per SQO.

## AWARDS

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- Quarterly employee award, Deel Local Payroll, 2023
- CMBA future leaders high-potentials programme, 2022
- Outperformed expectations, global marketing, CM.com, 2021
- Key employee award, CM.com, 2020

## COURSES & CERTIFICATES

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- International business, INSEAD, 2023
- Organisational leadership, TIAS School for Business and Society, 2022
- Presentation training, Boredom Slayers, 2022
- Digital marketing professional certification, Red & Yellow, 2021
- Digital paid media, Red & Yellow, 2019
- Digital copywriting, Red & Yellow, 2017
- Ultimate Google AdWords course, Udemy, 2017
- AI for marketing, Claude and ChatGPT

## EDUCATION

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- Bachelor's degree, marketing management, University of South Africa, 2006 – 2008

## EXPERIENCE, CONTINUED

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### Deel Local Payroll (powered by PaySpace) · regional marketing lead

Oct 2023 – Apr 2025 · consulting

Regional marketing through the Deel acquisition. [payspace.com](https://payspace.com)

- Scoped PaySpace's tracking and attribution framework when I joined, a **22-page measurement spec**, and led the team that built it out.
- When Deel acquired PaySpace, led the marketing side of the rebrand to Deel Local Payroll and the **CRM migration between two enterprise businesses**, keeping tracking and attribution intact through the cutover.
- Designed the data-driven framework for lead and opportunity targets across four countries (South Africa, UK, Brazil and Kenya), optimising budget and media planning from revenue goals.
- Led the integration of paid media channels while enhancing the CRM sales funnel for accurate ROI.
- Created a framework for automated monitoring of sales and marketing performance, replacing manual reporting.
- Led digital campaign, lead nurturing and customer retention strategy across the four markets.

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### CM.com · senior marketing manager, Sub-Saharan Africa

Jun 2020 – Oct 2023

Marketing for a listed Dutch conversational-commerce platform.

- Led the local marketing strategy and budgets for Sub-Saharan Africa, aligned to revenue goals.
- Organised a Meta roadshow for conversational commerce across **two African regions**, and led the Absa Cape Epic sponsorship end to end.
- Crafted sector narratives across e-commerce and travel; managed SEO, PR and performance marketing.
- Full-funnel go-to-market across Google, LinkedIn and Meta: **80% year-on-year reduction in CPA**, MQL targets surpassed by **200%**.
- Together with my team, influenced **50% of the total opportunity pipeline** in 2023.

## REFERENCES

### James Bayhack

Director, CM.com

[James.Bayhack@cm.com](mailto:James.Bayhack@cm.com)

*"Her expertise in all areas of marketing drove our growth in Sub-Saharan Africa."*

### Carla White

Deel

[carlaw@deel.com](mailto:carlaw@deel.com)

## ENDORSEMENTS

*"Knows how to create the right marketing mix to reach the right audience."*

Marc Appel · CEO, Sendcloud

*"She turns digital concepts into real-world events. The Meta roadshow and Cape Epic were huge achievements."*

Emily Jane Heath · Marketing, CM.com

*"A natural leader and a great asset to any team."*

Stephnie Jane McCarthy · Activations, Clockwork

## INTERESTS

What moves me: fairness, and calling out injustice when I see it.  
What restores me: time in nature, a book on Blinkist during the commute, diving, padel and breathwork. The unofficial travel planner among friends.

## EXPERIENCE, EARLIER

### CM.com · digital marketing manager, South Africa Oct 2017 – Jun 2020

- Full-funnel campaigns across Google, LinkedIn, Facebook and third-party technology sites, a **40% improvement** in conversion from MQL to closed deals.
- Directed strategic spending across online and offline channels in South Africa; built lead-nurturing strategies across channels.
- Developed customer success stories and a cross-sell and up-sell framework alongside customer success.

### The Foschini Group · digital marketing coordinator Sept 2015 – Oct 2017

- Executed fashion lifestyle campaigns across 12 online stores, and led the cross-sell and up-sell strategy across account and reward segments.
- Implemented the content marketing strategy for automated email and SMS alongside affiliate campaigns.
- Coordinated Black Friday across all 12 stores and their department marketers.

### The Crazy Store · PR and digital marketing coordinator Apr 2013 – Aug 2015

- Conceptualised and executed online and in-store campaign themes for a national retail chain.
- Managed the website and digital campaigns across social and retail affiliates, plus SEO and PR.

### Sylko · product manager Jun 2011 – Mar 2013

- Set product assortment strategy across general merchandise and Christmas gifting; managed budgets, pricing and gross-profit margins.
- Managed two key retail accounts, from style guides to leading design teams.

### Red Bull South Africa · sampling coordinator Aug 2008 – Aug 2009

- Sampling missions and consumer education on the ground. The first marketing job, and where the bias toward being in-market started.