



# Zita Dusa

*Experienced digital marketer with 10 years of expertise in crafting effective content-driven marketing campaigns, making data-informed strategic decisions, and optimizing online experiences for better results. Highly skilled in content creation, paid social media tactics, and email marketing and skilled in SEA/SEO strategies giving way to a cross-channel approach. Passionate about creating engaging content, ads, and presentations, seeking an opportunity to contribute to an organization's growth ambitions while pushing digital efforts and team results to the next level.*

## RECENT EXPERIENCE

June 2021 - Present

DEKKERS INTERNATIONAL | HYBRID EMPLOYEE & REMOTE

### SR. CONTENT MARKETER | COPYWRITER - B2B

By creating high-quality content (blog, case studies, video etc.) that provides value to the target audience, I was able to attract potential customers and re-engage existing customers. To generate these leads, I used tactics such as consistently producing valuable gated content and promoting it through various channels.

In the lead for \* **Growth (online / B2B lead gen) and digital marketing plan** \* **Alignment of sales & marketing to achieve common goals** \* **Sustainability communication (internal & external stakeholders)** \* **Lead generation** \* **Annual content plan** \* **Paid advertising strategy** \* **Data insights & reporting** \* **Budget and KPIs** \* **Onboarding new mrkt. team members** \* **Target group research & interviews for new content** \* **Onboarding new team members.**

May 2022 - Feb 2023

FOUR PAWS | FREELANCE | REMOTE

### SR. DIGITAL MARKETING SPECIALIST - NGO

Led digital strategy for #FurFreeEurope petition campaign, generating 300K+ leads. Tactics: tailored content (videos/images) for target groups, social media ads, optimized online journey. Coordinated campaigns, supported team, maximized results across 6 countries.

Responsibilities: \* **Lead for digital paid campaign strategy** \* **Lead for creative briefings, agency management, campaign concepts and content calendar for paid channels** \* **Lead for budget, target and cost management** \* **Lead for copy ads, petition (landing) pages and media assets** \* **Onboarding new team members** \* **Setting up regular check-ins and supporting team to get maximum results.**

March 2021 - May 2021

MEATLESS FARM | PLANT-BASED MEAT | FREELANCE | REMOTE

### SR. DIGITAL MARKETING SPECIALIST - B2C

As a freelancer, supported Head of Digital in devising online strategy to boost leads and sales for new plant-based meat alternative. Crafted compelling ad creatives, messaging, and topics to drive online purchases and generate interest in the plant-based revolution.

Responsibilities: \* **Lead for social media campaign concepts and content calendar for paid channels** \* **Guiding global digital strategy to support growth** \* **Lead for copy ads, petition (landing) pages and media assets** \* **Responsible for campaign budget setting, monitoring and reporting.**

October 2018 - August 2019

FOUR PAWS | NGO | EMPLOYEE & FREELANCE | ON-SITE

### INT. DIGITAL FUNDRAISER | MOBILIZATION CONSULTANT

Interim Int. Digital Fundraiser, responsible for UK and South Africa fundraising. Led digital implementation, content, and lead-driven campaigns for #EndTheCageAge petition project, collaborating with headquarters and multiple countries.

Responsibilities: \* **Social media campaign concepts and content calendar for paid channels** \* **Creative briefings, copy ads, petition (landing) pages and media assets** \* **Responsible for campaign budget setting, monitoring and reporting.** \* **Main contact for fundraisers and external agencies/freelancers.**

## Other experiences of value

- 2017 - 2023 Managing diverse freelance projects for B2C, e-commerce, entrepreneurs etc.
- 2018 - 2019 Organised SocialUX meetup series
- 2016 - 2019 Launched my own company (coffee brand) [PelanBeans](#)

Full profile on LinkedIn: [Click here](#), cases here: [www.zitadusa.com](http://www.zitadusa.com)

### Location | Nationality

Located in Barcelona, Spain.  
Dutch nationality. Native English.

### Phone

+34 6 11 789 836

### Portfolio

[www.zitadusa.com](http://www.zitadusa.com)  
[www.linkedin.com/zitadusa](http://www.linkedin.com/zitadusa)

## EDUCATION

2020 - Present

### APPLIED PSYCHOLOGY (2ND DEGREE)

NTI - Dutch online college (HBO)

2009 - 2013

### INT. BUSINESS MANAGEMENT (BA)

The Hague University (NL)

2019

### UX DESIGNER FROM SCRATCH (COURSE)

Interaction Design Foundation

## LANGUAGES

English (native)

Dutch (b2)

Hungarian (b2)

French (a2)

Spanish (a1) - learning

## TOOLBOX

Trello

Miro

Canva

META / LinkedIn Advertising

Grammarly

Hubspot / Salesforce

ChatGPT

Moqups

Google Products / Advertising

GA / GTM

Ubersuggest (SEO)