

# Michael Howe-Ely

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## WORK EXPERIENCE

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### Projects Abroad

Oct. 2016 – Present

*Global Research Analyst*

*Cape Town, South Africa*

- Manage digital analytics and market research for one of the world's largest volunteer travel companies.
- Produce reports and data-driven insights using Google Data Studio for UK management and offices worldwide.
- Report on digital marketing KPIs including; social media engagement, referral site ROI, customer acquisition costs, campaign performance, conversion rates, website traffic, lead types, and product sales.
- Responsible for implementing and monitoring GTM and Google Analytics tracking on international websites.
- Analyze sales data using SQL database to determine trends and provide insights into growth opportunities.

### Projects Abroad

Feb. 2015 – Sep. 2016

*Market Research Assistant*

*Cape Town, South Africa*

- Researching SEO, new product opportunities, and marketing optimization for over twenty markets worldwide.
- Plan and build a variety of market research surveys to understand customers and create segments and personas.

### Global Africa Network

Aug. 2014 – Jan. 2015

*Account Manager*

*Cape Town, South Africa*

- Liaise with international clients and develop strategies to market their products on our B2B online platform.

### MotoMia

Nov. 2012 – Jul 2014

*Marketing Coordinator*

*Cape Town, South Africa*

- Responsible for executing marketing plans as MotoMia grew into South Africa's top-selling motorcycle brand.
- Tasked with planning and launching advertising campaigns across traditional media and digital channels.

### English Programme in Korea (EPIK)

Feb. 2010 – Feb. 2012

*Guest English Teacher*

*Gwangju, South Korea*

- Taught English as a foreign language to middle and high school students at two Korean public schools.

## EDUCATION

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### University of Cape Town

2012

*Postgraduate Diploma in Management, Marketing*

*Cape Town, South Africa*

- One-year postgraduate diploma with areas of study including digital marketing, market research, accounting, finance, strategic planning, information systems, human resources, and project management.

### University of Cape Town

2006 - 2009

*Bachelor of Arts Degree (Honours), Film Studies*

*Cape Town, South Africa*

- Four-year Honours degree focusing on film studies, English, economic history, history, media, film production.

## SKILLS & INTERESTS

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- **Skills:** *Google Marketing Platform (Analytics, Data Studio, Tag Manager, Search Console, Optimize, BigQuery), Microsoft Excel (pivot tables, macros, VBA), Powerpoint, Hotjar, Tableau, PowerBI, PostgreSQL, Typeform.*
- **Interests:** *Travel, photography, blogging, graphic design, movies, hiking, making hot sauce.*