

# Kutullo Jacob Bosega

"Jacky Bosega" · Advertising Operations Manager · Marketing x Data x Technology

Johannesburg, South Africa · [admin@jackybosega.com](mailto:admin@jackybosega.com) · [jackybosega.com](http://jackybosega.com) · [linkedin.com/in/jacky-b-316359109](https://linkedin.com/in/jacky-b-316359109)

Digital media and marketing technology leader with 12+ years turning campaigns, tracking and data into decisions. I plan and run multi-channel advertising, build the measurement layer beneath it, and apply analytics and AI so that spend, insight and technology point in the same direction.

## CORE DISCIPLINES

### Digital Media & Performance Marketing · 12+ years

Planning, buying and optimising high-performance campaigns across search, social, programmatic and emerging channels — with budget allocation, client strategy and performance reporting end to end.

Google Ads · Meta · LinkedIn Ads · Programmatic · Voluum · Adform · Budget strategy

### AI, Data & Marketing Intelligence · 5+ years

Applying analytics, audience intelligence, automation and AI to compress reporting cycles and surface the decisions hiding inside the data.

Marketing intelligence · Audience modelling · Automation · AI workflows · SQL & data pipelines

### Tracking, Measurement & Analytics · 8+ years

Designing conversion tracking frameworks, tagging strategies, attribution models and reporting layers so numbers can be trusted before they are interpreted.

GA4 · Google Tag Manager · Meta Events Manager · Campaign Manager 360 · Attribution · Dashboards

### Infrastructure & Engineering · Foundation

A technical base laid before marketing: PC engineering, networking and electrical engineering — still active today in home lab, containers and self-hosted systems.

Linux · Docker · Networking · PC engineering · Home lab · Security fundamentals

## EXPERIENCE

### Advertising Operations Manager — Adclick Africa

2017 — Present · Johannesburg, South Africa

Own advertising operations across a multi-industry client portfolio: strategy, delivery, measurement and the technology that holds it together.

- Lead multi-channel campaign operations across search, social, programmatic and native for brands in telecoms, healthcare and financial services.
- Built the tracking and measurement layer — GA4, Tag Manager, Events Manager, CM360 — so attribution and reporting are consistent across clients.
- Introduced dashboarding, automation and AI-assisted reporting to shorten the distance between raw campaign data and a decision.
- Advise clients on budget allocation, channel mix and optimisation, and mentor the operations team on measurement discipline.

### Campaign Manager — Adclick Africa

2014 — 2017 · Johannesburg, South Africa

Ran campaigns end to end and started treating measurement as a build, not an afterthought.

- Planned, launched and optimised performance campaigns against ROI and lead-quality targets.
- Standardised conversion tracking and tagging across accounts to make results comparable.
- Turned platform exports into structured reporting that clients could actually act on.

### Junior Campaign Manager — Adclick Africa

2014 · Johannesburg, South Africa

Entry into digital advertising — the year the marketing side of the craft started.

- Supported campaign setup, trafficking, QA and daily performance monitoring.
- Learned the platforms from the inside out: budgets, bidding, creative rotation and pacing.

## EDUCATION

---

- 2015** Diploma in Digital Marketing  
Red & Yellow Creative School of Business · Cape Town
- 2014** Diploma of Higher Education — Web Design  
Germiston College · Johannesburg
- 2013** Diploma of Higher Education — PC Engineering  
PC Training & Business College (now Richfield) · Johannesburg
- 2012** Certificate — A+ Computing  
Pinnacle Business College · Johannesburg
- 2011** Diploma of Higher Education — Electrical Engineering  
Dam Technical College · Johannesburg
- 2010** Certificate — Electrical Engineering  
Dam Technical College · Johannesburg

## CERTIFICATIONS

---

### Advertising platforms

- Google — Search, Shopping, Video, Apps & Analytics certified
- Microsoft Advertising — Search, Native & Video certified
- LinkedIn — Marketing Strategy, Marketing Solutions, Content & Creative certified
- X (Twitter) Ads — Ads Manager, Video & Cross-Border certified

### Data, programmatic & automation

- Adform — Head of Operations, Head of Programmatic, Digital Consultant Creative, Data Analyst
- Voluum — Affiliate & performance tracking certified
- HubSpot — Digital Advertising, Inbound Marketing & Digital Marketing certified

### Technical

- A+ Computing diploma
- PC Engineering certified
- Website design
- Electrical Engineering Level 2

## LANGUAGES

---

Sepedi — first language · English — professional working proficiency · isiNdebele — conversational

---

References, detailed campaign results and a direct number are shared privately on request — privacy by default applies to contacts too.