



Aaron Otto

Results-driven Revenue Operations leader with a robust background in organizational development and operational management. Proven track record in optimizing revenue processes, enhancing cross-functional collaboration, and driving sustainable growth in the organizational and digital marketing and print production industry. Adept at leveraging data analytics and innovative strategies to create uncontested market spaces and improve customer experiences.

CONTACT ME



Address

Cape Town, South Africa



Phone

+27 81 749 1078



Web

hello@aaronotto.co.za
www.aaronotto.co.za

EXPERTISE

Project Management

Change Management

Web Development

CX Design Thinking

Communication

Google Suite

Asana, Monday, Slack

LANGUAGE

English

Afrikaans

WORK EXPERIENCE

2022 - Present

InteliOps

Consultant - Innovation & Change Management

As a consultant for InteliOps Development, I spearheaded the creation of a productivity enhancement tool for the retail industry giant, PEPCOR. This was achieved through a process of design thinking, and thorough operational analysis.

Achievements + Highlights

> Successfully project managed the design, development, and production of a time-saving retail management tool. This accomplishment underscores my ability to lead complex projects from inception to completion, ensuring the delivery of high-impact solutions that drive operational efficiency.

2021 - Present

Country Wise

Revenue Operations Director / Business Development

As Revenue Ops Director at Country Wise, I am responsible for overseeing and optimizing the revenue generation processes, ensuring alignment between sales, marketing, and fulfillment teams, and driving overall business growth. My role involves increasing ROI through strategic planning, performance analysis, overseeing sales and marketing operations, data analytics, project management, and crafting SOP's for streamlined operations.

Achievements + Highlights

- Ø Spearheaded the development and implementation of comprehensive operational strategies, resulting in a 25% increase in overall efficiency.
- Through the prioritisation of Data analytics, increased in-bound leads and Led cross-functional teams to identify new market opportunities, which contributed to a 35% revenue growth year on year.
- Ø Designed and executed a data-driven revenue operations framework, integrating sales and marketing efforts to drive predictable revenue streams. Implemented a predictive analytics model that improved sales forecast accuracy by 35%.
- Ø Developed and launched an integrated online platform for customer orders and project tracking, significantly enhancing customer satisfaction and retention rates by 20%.

2015 - 2022

Cape Conference

Minister - Organisational Development

Chaired and Led the Administrative Boards of 13 centers of influence to create sustainable community development goals working with a budget of R12million per annum. Designed social investment and innovation projects focused on combatting poverty, hunger, and skills inequality. Successfully managed fundraising initiatives, donor relations, and marketing campaigns associated with the support of the higher organisation's mission and vision.

Achievements + Highlights

- Established centers of skills development in respective communities, with curriculums for children, adolescents and young adults.
- Designed an LMS (Learning management system) to train youth development facilitators who used our Life-Skills based curriculum aimed at children between the ages of 4 - 18.

WORK EXPERIENCE

- Designed and presented leadership and skills development camps, workshops, leadership training and SRC Support both locally and along the east coast of America.
- Chaired a successful hunger relief NPO called Meals on Wheels, increased efficiencies and deliverables by successfully Project managing cross functional Fulfilment teams for Digital Marketing campaigns.

2012 - 2014

Assistant Marketing Manager

Win Wise Marketing

At Win Wise Marketing I received an internal promotion to Assistant Marketing Manager. My role included P & L responsibilities, the management of staff, accounting, stock, client relations, and day to day sales & operations I also conceptualised, developed, and presented innovative, proactive plans on marketing strategies for specific marketing campaigns and projects.

Achievements + Highlights

- Started new product lines to increase revenue.
- Created SOP manuals to assist staff in maintaining QC standards.
- Co-designed and Project managed the successful launch of an online printing service

2010 - 2012

Graphic Designer

Win Wise Marketing

As a graphic designer I took a senior role by leading, managing, and mentoring the Company's Design, Web-Dev, Illustration, and D2P design teams. I created work flows for the company, project managed the brand development strategies and assisted with client relations.

Achievements + Highlights

- Successfully created a skills development course for up-skilling designers.

EDUCATION

2018

Clinical Chaplaincy

Andrews University

CEU Programme focussed on Clinical Chaplaincy interventions.

2012 - 2015

BA Theology | Psychology

Helderberg College

Honors degree programme focussed on Theology, Psychology and Pastoral Care.

2008

O & A Levels

Cambridge University

Successfully completed my IGCSE, O & A Levels through Cambridge University.

SKILLS

Proficient in the following:

Corel Draw, Illustrator, Adobe Suite, Final Cut, After Effects, Sketch-up, Figma, Sketch, Wordpress, Magento, Click-Up, Asana, Slack, Hubspot, Quickbooks, Marketto, zapier, mailchimp, Google Analytics, SEO, Meta Business Suite, AI LLM

REFERENCES

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EXPERTISE

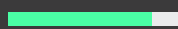
Web Design



LX Design



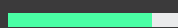
Illustration



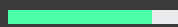
UX / CX



SEO & Marketing



Branding



LANGUAGE

English



Afrikaans

