

DOMINIC FORTUNE

Dallas, Texas

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Portfolio | www.dominicfortune.com



PROFESSIONAL SUMMARY

Growth-focused Digital Marketing & Web Specialist with 15+ years of experience building and scaling high-performing digital ecosystems for small and mid-sized businesses. Proven track record of launching 25+ websites, increasing traffic, and generating consistent inbound leads through paid advertising, conversion-focused design, and performance marketing. Skilled in WordPress, Google Ads, Meta Ads, HTML/CSS, and GA4, with experience leading digital strategy, campaign execution, and web growth across multiple brands.

CORE SKILLS

TECHNICAL

WordPress CMS (Build, Deployment, Maintenance, Security & Customization)
HTML & CSS (Email Marketing Assets, Custom Landing Pages)
Website Hosting, DNS, Performance Optimization & Security
Microsoft Administration / Google Workspace

MARKETING

Google Ads & Meta Ads (Facebook, Instagram)
Lead Generation & Conversion Optimization
SEO Fundamentals, Blog Posting, Keyword Research & Backlink Management

TOOLS & PLATFORMS

Adobe Creative Suite (Photoshop, Illustrator, InDesign) - **Senior Level**
WordPress and Figma - **Senior Level**
Google Ads - **Officially Certified by Google**
Google Analytics (GA4) - **Officially Certified by Google**
Google Display and Video Ads - **Officially Certified by Google**
Semrush, Ahrefs, SE Ranking

ADDITIONAL INFORMATION

Authorized to work in the United States

No visa sponsorship required

Open to full-time, contract, or project-based roles

PROFESSIONAL EXPERIENCE

Founder & Digital Marketing Lead
Self-Employed | South Africa | Remote

Online Mafia

2019 - Present

Built and scaled a full-service digital marketing operation, managing **10+ high-value client** accounts across the automotive, energy, and iGaming industries.

Directed digital strategy, performance marketing, and web development for brands including **Fast KTM, Harley-Davidson, MV Agusta, Ferro Energia, Eco Simply Solar, Pepeta Bets, and Wanejo Bets.**

Managed Google Ads and Meta budgets of \$10k+ per month across multiple brands, delivering consistent gains in qualified leads, customer acquisition, and revenue growth.

Secured Meta and Google Ads approval for real-money gambling campaigns, unlocking major acquisition channels and **increasing monthly sign-ups by 75%.**

Helped drive 2x+ growth in sign-ups and turnover across multiple client brands through conversion-focused digital strategy and campaign optimization.

Designed and developed 25+ websites and high-converting landing pages, improving user experience, campaign performance, and conversion outcomes.

Hired and managed a small support team of 6 people across design and operations, while retaining ownership of growth strategy and client delivery.

Head of Digital / Senior Marketing Lead
Sepels Sportsbet (Online Casino & Sportsbook)



2017 - 2019

Rebuilt and executed the company's **full digital strategy, leading platform redesign, acquisition funnel development, and performance** marketing initiatives.

Built and managed a dedicated digital team of 6 people, scaling the company's online presence, acquisition capability, and overall digital output.

Tripled company revenue through structured digital acquisition, conversion optimization, and performance-driven growth strategies.

Played a key role in positioning the business for acquisition, contributing to a **multi-million-dollar sale to BetFred.**

Retained as a consultant during the post-acquisition transition, providing **strategic support across digital marketing and operational continuity.**

Senior Web & Creative Lead
Fast KTM (Largest KTM Dealership in South Africa)

2014 – 2017

Recruited to **lead all marketing and digital operations** for a high-performance automotive brand.

Managed the **full marketing ecosystem** across Google Ads, analytics, Meta advertising, SEO, email marketing, website management, WooCommerce e-commerce, and offline campaigns.

Supported **rapid business expansion**, including the launch of **Harley-Davidson and 7 additional dealership locations**.

Drove consistent gains in **lead generation, digital engagement**, and brand growth through integrated **multi-channel marketing**.

Web Designer (Mid-Level)
Interactive Direct (Database Marketing Agency)



2012 – 2014

Designed and **optimized high-converting landing pages for large-scale email marketing** campaigns.

Worked on **database-driven marketing** strategies targeting high-volume customer segments.

Improved **website performance and conversion rates** for client campaigns.

Contributed to the marketing and execution of **high-profile business events**, including a sold-out event featuring **Neville Isdell** (former CEO of Coca-Cola) at the Cape Town Convention Centre.

Junior Graphic & Web Designer
Ebony + Ivory (Advertising Agency)



2009 – 2012

Started career as a **junior graphic designer** working on **digital and print assets**.

Selected by the agency for formal **WordPress and web design training**, completing multiple courses in **front-end development**.

Developed foundational **skills in website design, HTML/CSS, and digital creative** production.

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EDUCATION

Vega School | 2006-2009

Bachelor of Arts in Graphic Design and Multimedia

Majors: Graphic Design, Communication Design

LANGUAGE

English – Fluent

CERTIFICATIONS

Google Ads Search Certification

Google Analytics Certification

Google Ads Display Certification

Google Ads Video Certification

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Contact details of references available upon request.