

## HELLO THERE

I'm a strategic marketing and client lead with over 15 years experience driving growth for global brands through consultative partnerships and insight-driven strategies. I thrive in fast-paced environments where cross-functional collaboration and strong client relationships lead to measurable business results. Whether expanding enterprise accounts or uncovering new strategic opportunities, I'm known for turning challenges into impact - and earning trust along the way.

## EXPERTISE

Strategic Leadership & Account Growth  
Enterprise Client Partnership & Executive Stakeholder Management  
Integrated Brand & Media Strategy  
Cross-Functional Team Leadership  
Digital Innovation & AI-Driven Strategy  
High-Impact Pitching & New Business Development

## CONTACT

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## PROFESSIONAL EXPERIENCE

### DIRECTOR, KEY ACCOUNTS

OPTIMAL, NOV 2024– CURRENT

- Drive enterprise-level media strategy and client leadership for over \$150M in annual spend, setting the vision and guiding execution across full-funnel channels.
- Architected the fiscal-year media strategy for a leading OEM, directing ~\$100M in investment and translating business objectives into cohesive, high-performance media plans.
- Lead and unify cross-functional agency teams—media, analytics, creative, social—to deliver seamless end-to-end campaign execution.
- Drive the integrated POSE (Paid, Owned, Shared, Earned) strategy with a focus on LLM-led visibility, ensuring clients gain competitive advantage through smarter audience insights and full-ecosystem content performance.
- Command strategic pitches and social media innovation for major brand initiatives, shaping internal operations and executive-level narratives.

### STRATEGY DIRECTOR

FRESHIVE, APRIL 2021– NOV 2024

- Led agency-wide strategic planning for major accounts, driving 500%+ growth with Freshive's largest client.
- Served as executive strategic lead, managing high-level client relationships and guiding a cross-functional team toward consistent, high-quality delivery.
- Directed development of high-impact strategic and creative pitches, securing wins with global brands including Tiger Brands, The British Council, Diageo, and South African Airways.
- Built award-winning strategies recognized by MMA Global Smarties, including multiple Gold and Silver wins for Tiger Brands including Most Effective Agency (Freshive grew to #12 globally).
- Developed scalable enterprise-level frameworks across CPG, travel, and beverage categories, contributing to over R20M in new revenue.

### STRATEGIC ACCOUNT DIRECTOR

FRESHIVE, NOV 2018– APRIL 2021

- Led the development and execution of strategic initiatives that assisted in boosting client engagement
- Managed a portfolio of high-profile clients, ensuring delivery of successful campaigns and maintaining a 95% client retention rate
- Actively managed end-to-end digital marketing projects, ensuring seamless execution and timely delivery across various channels.
- Played a pivotal role in establishing Freshive's presence in the digital content marketing space, driving substantial growth in client engagement and revenue.
- Successfully delivered several high-impact pitches, securing new business valued over R2M

# PAIGE AVNIT

CLIENT & STRATEGY  
EXPERT

## EDUCATION

GRAND VALLEY STATE UNIVERSITY: GRAND RAPIDS, MICHIGAN  
BACHELOR OF BUSINESS ADMINISTRATION (BBA), MARKETING MINOR IN ETHICS

UNIVERSITY OF FLORIDA: JACKSONVILLE, FLORIDA

EAST LANSING HIGH SCHOOL: EAST LANSING, MICHIGAN  
HIGH SCHOOL DIPLOMA

## FULL WORK EXPERIENCE

STRATEGY DIRECTOR, FRESHIVE NEW MEDIA  
AUSTIN, TEXAS + JOHANNESBURG, SOUTH AFRICA

STRATEGIC ACCOUNT DIRECTOR, FRESHIVE NEW MEDIA  
JOHANNESBURG, SOUTH AFRICA

DIGITAL ACCOUNT MANAGER, FRESHIVE NEW MEDIA  
JOHANNESBURG, SOUTH AFRICA

NEW BUSINESS DEVELOPMENT + ACCT MANAGER, MIXOLOGY  
JOHANNESBURG, SOUTH AFRICA

NATIONAL SALES MANAGER, RIPPERS IMPORTERS  
JOHANNESBURG, SOUTH AFRICA

MEMBER SERVICES COORDINATOR, INFORUM  
GRAND RAPIDS, MICHIGAN

CONTRACT BENEFITS ADVISOR, VSP  
GRAND RAPIDS, MICHIGAN

SALES ASSOCIATE, BCBG MAX AZRIA  
GRAND RAPIDS, MICHIGAN