

Devon Els

Digital Platforms & Marketing Specialist
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Digital platforms specialist with hands-on experience managing live e-commerce and web platforms alongside a strong marketing and content background. Currently administers a Shopify store end-to-end, including product listings and pricing, and previously built and managed a full company website using Elementor and custom code. Combines self-taught web development skills with 4+ years of marketing coordination, CRM/automation management, and campaign delivery. Comfortable briefing and holding external developers and agencies to delivery standards, managing publishing calendars across stakeholders, and reporting on platform performance.

WORK EXPERIENCE

Stock Coordinator | The Magic Lightbox Company *January 2022 - Present*

- Manage and administer the company's Shopify store, including maintaining up-to-date product listings and pricing to support ongoing sales.
- Manage check-in, allocation, and inventory control of serialised rental equipment using Current RMS, maintaining accurate records and traceability.
- Conduct regular stock checks and reconcile inventory discrepancies to maintain accuracy and accountability.
- Coordinate repairs, losses, and damages with external suppliers, gathering documentation for insurance claims and generating asset/loss reports.

Marketing Coordinator | MO Agency *April 2021 - December 2022*

- Coordinated marketing material, events, advertising, and CRM automations for the company brand.
- Managed content across digital channels and supported campaign management from planning through execution.

Marketing Coordinator | Missing Link *August 2018 - March 2021*

- Built and managed the company website using Elementor and custom code, self-taught, covering design, content, and functionality.
- Worked directly with senior leadership to build and maintain marketing strategy, content, and CRM data.

Social Media Manager | Ninja Tech Marketing *March 2017 - July 2018*

- Managed daily content across social media channels, paid advertising, and website content for multiple clients.

EDUCATION

Studying Google Data Analyst Certification *Current*

BA Communication Science | UNISA *December 2022*

Developed strong foundations in communication, administration, data management, and stakeholder engagement. Supplemented by practical experience in CRM platforms, asset operations, and cross-functional coordination.

Hubspot Marketing Software Certification | Expired 2025

ADDITIONAL INFORMATION

- ➔ Self-taught in basic web development (HTML, CSS, custom code within Elementor/Wordpress).
- ➔ Proficient in Microsoft Office, with strong working knowledge of Excel for reporting and reconciliation.
- ➔ English speaking. Based in Johannesburg, South Africa. Willing to travel or relocate as required.