

JACQUES GREYLING

Chief Operations Officer

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EXECUTIVE SUMMARY

Performance-driven operations executive with 13+ years of progressive experience across digital marketing, paid media, and agency operations. As COO, I lead cross-functional teams of 20+, oversee 57+ client accounts managing \$4M+ in annual ad spend, and maintain 90%+ client retention. I build the operational infrastructure – systems, processes, accountability frameworks, and technical architecture – that translates strategic vision into measurable, scalable execution. My career spans P&L ownership, AI integration, multi-country team management, and revenue growth across agencies in South Africa and the UK.

KEY ACHIEVEMENTS

- **90%+ client retention** across a 57+ account portfolio at Pontifex, underpinned by structured delivery frameworks and proactive account management
- **Scaled agency headcount from 11 to 20+** while maintaining delivery quality and operational coherence across paid media, SEO, development, and client services
- **Drove 15% agency growth in 6 months** through portfolio expansion, process optimisation, and strategic revenue share agreements with key clients
- **Grew Natren's account 34% year-on-year** via performance-driven campaign management and cross-channel optimisation
- **Propelled AutoHDR from zero rankings to top 3 in 6 months**, increasing organic traffic from 2,000 to 10,000 monthly sessions through technical SEO and content strategy
- **Scaled VA Central from 56 to 121 placed VAs**, systemising demand generation and building repeatable acquisition infrastructure
- **Built Grayline Design from zero to £200K gross monthly revenue**, establishing all pricing, delivery, onboarding, and profitability systems from scratch
- **Designed and deployed an inter-departmental reporting dashboard** with RAG architecture and an AI layer for automated insight generation across the organisation
- **Negotiated multiple revenue share agreements** with clients including Emerald Key (enterprise AI implementation), aligning commercial incentives with long-term partnership growth

PROFESSIONAL EXPERIENCE

Chief Operations Officer

[Pontifex · UK \(Remote\)](#) Nov 2024 – Present

Lead operational delivery across a 57+ client portfolio managing \$4M+ in annual paid media spend. Responsible for building the systems, leadership structures, and technical infrastructure that enable scalable performance across paid media, SEO, AI-driven workflows, and client services.

Scope & Impact

- Direct operational oversight of 57+ active client accounts with 90%+ retention rate
- Scaled team from 11 to 20+ across paid media, SEO, development, and client services
- Grew agency portfolio by 15% within first 6 months through structured onboarding and delivery excellence
- Grew Natren account 34% YoY through performance-driven campaign optimisation
- Led AutoHDR from zero search visibility to top-3 rankings in 6 months, driving 5x organic traffic growth
- Built organisation-wide reporting dashboard with RAG-powered AI layer for cross-departmental intelligence
- Lead AI integration initiatives across creative production, attribution, and reporting workflows
- Negotiated revenue share agreements with strategic clients including Emerald Key

- Oversee technical infrastructure: GoHighLevel, Meta CAPI, automation workflows, and tracking systems

Head of Operations

[PHNX · UK \(Remote\)](#) Apr 2021 – Feb 2023

Held full operational accountability for a performance-driven agency managing 43 active clients and £3M+ in annual paid media spend. Built the systems and accountability frameworks that enabled consistent delivery at scale.

Scope & Impact

- Directed delivery across 43 client accounts spanning Meta, Google, SEO, and creative
- Built internal SOPs, workflow systems, and delivery forecasting frameworks
- Implemented structured reporting and performance accountability across all departments
- Identified delivery bottlenecks and deployed process improvements that increased output consistency
- Coordinated cross-functional teams across media buying, development, creative, and client services

Head of Marketing

[VA Central · UK \(Remote\)](#) Feb 2023 – Feb 2025

Transitioned a founder-led B2B virtual assistant placement service into a systemised demand generation engine. Designed and implemented repeatable acquisition systems aligned with sales pipeline growth.

Scope & Impact

- Scaled VA placements from 56 to 121 through multi-channel acquisition strategy (paid, SEO, email, content)
- Built lead generation infrastructure: landing pages, nurture sequences, CRM pipelines, and tracking systems
- Designed performance dashboards and KPI reporting systems for marketing and sales alignment
- Managed budget allocation, vendor relationships, and funnel experimentation roadmaps
- Shifted growth model from reactive, founder-dependent marketing to structured, measurable demand generation

Managing Director

[Grayline Design · UK](#) Apr 2021 – Mar 2023

Co-founded and operated a boutique content and creative agency. Held full P&L responsibility, led client acquisition, and built all operational systems from the ground up.

Scope & Impact

- Grew the agency from zero to £200K gross monthly revenue within two years
- Designed pricing models, delivery workflows, client onboarding frameworks, and scoping systems
- Built profitability tracking and forecasting systems that informed strategic decisions
- Established creative production quality control processes across video, design, and brand assets
- Exited strategically when operational scale exceeded available capacity

Marketing & Media Leadership

[Earlier Career Foundation · South Africa & UK](#) 2012 – 2021

Progressed from paid media execution to cross-functional creative leadership across agencies in South Africa and the UK. Built deep expertise in performance marketing, creative production, and operational discipline that underpins current executive capability.

Foundation

- Paid media execution and optimisation across Meta and Google platforms
- Creative production, video, motion graphics, and performance analytics
- Cross-functional team coordination and delivery management
- Developed operational discipline and structured delivery practices

CORE COMPETENCIES

Operational & Commercial Leadership

P&L Ownership, Budget Allocation & Forecasting, Revenue Share Modelling, Tiered Compensation Structures, Hiring & Headcount Planning, Contract Negotiation, Multi-Country Contractor Oversight (UK, US, EU, Africa), GDPR & HIPAA Compliance

Data, Attribution & Intelligence

Google Tag Manager, GA4, Meta Conversion API (CAPI), Attribution Modelling, KPI Dashboards, UTM Governance, Reporting Frameworks, Performance Forecasting

Engineering & Platforms

AWS, Supabase, Cloudflare, Firebase, JavaScript, Python, React, WordPress, GitHub, GoHighLevel, Deployment & Hosting

Growth & Revenue Infrastructure

Google Ads, Meta Ads, SEMrush, GoHighLevel, Funnel Architecture, CRM & Pipeline Design, Cold Outbound Infrastructure, Technical SEO, Local SEO, GBP Management, Generative Engine Optimisation (GEO)

Automation & AI Systems

AI-Powered Workflow Design, RAG Architecture, Prompt Engineering, Zapier, API & Webhook Integrations, SOP Architecture, Process Optimisation

Creative & Production

Adobe Creative Suite, After Effects, Premiere Pro, Motion Graphics, Video Production, Colour Grading, Brand Asset Design, Creative Direction

EDUCATION

Bachelor of Science (BSc), Artificial Intelligence2021 – 2025

Deggendorf Institute of Technology, Germany

Bachelor of Business Administration (BBA)2014 – 2018

University of South Africa

Bachelor's Degree, Digital Communication and Media/Multimedia2010 – 2013

SAE Institute, South Africa

TOOLS & PLATFORMS

Google Ads, Meta Ads, GoHighLevel, SEMrush, Google Tag Manager, GA4, Xero, QuickBooks, Stripe, Asana, Monday.com, Notion, Slack, AWS, Supabase, Cloudflare, Firebase, GitHub, VS Code, Adobe Creative Suite, Zapier, Claude, ChatGPT

REFERENCES

Available upon request.