Sibusiso James Malunga

Marketing Data and Analytics Lead | Reporting Automation | Measurement and BI

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Professional Summary

Reporting Data Analyst Lead with 4+ years of progressive experience across paid media, ad technology, measurement and marketing analytics. Leads multi-source data validation, reporting standards and agency coordination, using Excel, Power Query and business intelligence tools to support performance reporting. Combines hands-on platform knowledge with stakeholder leadership to improve data integrity, define reporting requirements and advance automated reporting workflows.

Skills

Analytics and BI: Excel, Power Query, Power Pivot, DAX, SQL, Python, Power BI, Tableau, Looker Studio, campaign performance analysis, KPI reporting, A/B testing

Measurement and Ad Technology: Google Analytics 4 (GA4), Google Tag Manager (GTM), UTM governance, tracking audits, first-party measurement, data validation, CM360, DV360

Data and Automation: Data ingestion, reconciliation, reporting automation, Google Cloud Platform (GCP), Fivetran, Adverity, Supermetrics, Google Ads scripts

Leadership and Delivery: Stakeholder management, requirements gathering, reporting governance, agency and vendor coordination, cross-functional delivery, mentoring, executive reporting

Paid Media Platforms: Google Ads, Meta Ads, TikTok Ads, Pinterest, Snapchat, Google Marketing Platform

Work Experience

Drumroll

Reporting Data Analyst Lead | Apr 2026 - Present

- Lead collection, validation and reconciliation of paid-media performance data across brands, agencies and vendors for weekly, monthly and executive reporting.
- Standardise data formats, naming conventions, metric definitions and submission templates; track ownership, dependencies and deadlines to coordinate reporting delivery.
- Use Excel and Power Query to consolidate datasets, aggregate and pivot performance data, and resolve missing records, duplicates and discrepancies before reporting.
- Coordinate reporting requirements across paid-media teams, agencies and technical stakeholders; align reporting cadence and escalate data-quality issues affecting delivery.
- Work with technical teams on automated ingestion requirements and the delivery roadmap, including agency data feeds into the Tableau acquisition dashboard.
- Support UTM implementation and acquisition reporting, helping stakeholders interpret dashboard coverage and the relationship between campaign data and post-click performance.

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Senior Paid Media Executive | Oct 2025 - Mar 2026

- Analysed Google Ads, Meta, TikTok and Pinterest campaign performance using CPC, CTR, CVR, CPA, ROAS, impression share and frequency to guide optimisation.
- Produced weekly reports and led client performance reviews, translating KPI trends into recommendations aligned with each client’s performance model.
- Ran A/B tests and implemented Google Ads pacing automations and scripts to reduce manual account monitoring and optimisation work.
- Mentored junior team members, guiding development priorities and monitoring learning outcomes.

Work Experience Continued

Incubeta | Cape Town, South Africa

Progressed from Tech & Services Intern to Junior Paid Media Manager and Media Ad Tech Specialist.

Media Ad Tech Specialist | Sep 2023 - Oct 2025

- Audited and validated first-party measurement across client accounts, identifying data-quality issues and improving the reliability of campaign measurement.
- Led GTM tracking audits and implementation checks to validate data used in large-scale remarketing campaigns.
- Connected data, creative strategy and delivery through dynamic creative optimisation (DCO) and data-driven creative (DDC) activation.
- Supported transitions in client data-management systems to strengthen first-party measurement and prepare for changes in third-party tracking.
- Led implementation of AI initiatives within the Google stack, with a focus on GCP and campaign performance.

Junior Paid Media Manager | Jul 2022 - Sep 2023

- Analysed performance across Google Ads, Meta, TikTok, Snapchat, DV360 and CM360, alongside connected TV and digital out-of-home campaigns, to identify optimisation opportunities.
- Ran A/B tests across media channels to evaluate creative and messaging performance and inform campaign adjustments.
- Partnered with creative teams to develop audience segments using demographic, psychographic and campaign performance data.

Tech & Services Intern | Feb 2022 - Aug 2022

- Supported campaign execution across Google Marketing Platform and paid social, building a foundation in platform operations and performance reporting.
- Assisted with GTM and GA4 tag deployment, event tracking, quality assurance and troubleshooting to support accurate campaign measurement.

Additional Experience

The Consulting Academy Cape Town

Student Management Consultant | Jul 2019 - Jun 2021

- Conducted market research, collected and analysed client data, and presented findings and strategic recommendations to client teams and project managers.

Education

Bachelor of Science in Chemical Engineering

University of Cape Town | Cape Town, South Africa

Certifications

Google Ads Search Professional Certification