



Digital Marketing 2

Age: 28

City: Randburg, Johannesburg

Gender: Male

Ethnicity: African

He has 7 years related experience, this includes SEO, Paid Media, and Digital Campaign management. As an SEO specialist he has experience in implementing and execution of SEO strategies. Experienced with meta-advertising from Google, Facebook, Instagram, Pinterest, LinkedIn, Twitter, and Youtube advertising.

He also has experience with Google analytics, Google Ads, Google Search Console, Google Marketing platform, Google website optimizer, Programmatic and SEOmoz tools.

Work History

Position: SEO & Social Media Specialist

Duration: 2022 to Current

Company: Renewable Energy sector

Campaigns:

- Synix Brand Ambassador Search.
- Out of This World (Promo Week).
- Christmas Countdown.
- Black Friday (BLACK THEME) .
- Launch Sale (O-43" TV) .
- New Range Launch - Height Adjustable Table .
- O Mouse Launch .
- O Clipper Launch .

Brands Management:

- Tomu, Intel, Hairsa, Synix, Betty's Health & Beauty, Bani, Svolt, O Applications, DIYF Furniture

Average Monthly Marketing Spend:

- R100,000 - R150,000 (Licenses, Social Media Ads, Google Ads, Print Media (Billboards), Media Purchases)

SEO Specialist:

- Enhancing online visibility through SEO strategies.
- Optimizing website content for search engines.
- Increasing organic traffic and rankings.
- Conducting keyword research and analysis.
- Implementing on-page and off-page SEO techniques.
- Staying updated on SEO trends and algorithm changes.
- Generating SEO reports and performance analysis

Product Photography:

- Capturing appealing product images.
- Showcasing products in their best light.
- Editing and retouching product photos.
- Managing product photo libraries.

- Coordinating photo shoots for new products.
- Ensuring photos are optimized for web use.

Graphic Design:

- Creating eye-catching visual assets.
- Designing for marketing and branding materials.
- Ensuring a consistent and attractive brand image.
- Designing website graphics and banners.
- Developing social media graphics and ads.
- Creating infographics, logos, and other branding assets.

Social Media KPI Tracker:

- Monitoring social media performance metrics.
- Analyzing engagement and reach data.
- Tracking and reporting on key performance indicators (KPIs).
- Identifying trends and insights from social media data.
- Developing social media performance dashboards.
- Suggesting and implementing strategies to improve social media metrics.

PPC Management:

- Creating and optimizing Google Ads and other PPC campaigns.
- Conducting keyword research to identify valuable search terms.
- Writing compelling ad copy that drives clicks and conversions.
- Setting up and monitoring ad budgets to maximise ROI.
- Performing A/B testing on ad elements to improve performance.
- Monitoring and adjusting bids to maintain cost-efficiency.
- Analysing and reporting on PPC campaign metrics, such as click-through rate (CTR) and conversion rate.

Social Media Management:

- Collaborating with influencers and content creators for partnerships and promotions.
- Running paid social media advertising campaigns, including budget management and ad creation.
- Analyzing social media metrics, such as engagement, reach, and conversion, and using the insights to refine content and strategies.
- Maintaining the brand's voice and image consistency across all social media channels.
- Staying updated on social media trends, algorithms, and new features on platforms like Facebook, Instagram, Twitter, and LinkedIn.

Technologies:

- Adobe Creative Cloud (Adobe Suite)
- Canva
- Final Cut Pro
- Brandwatch
- Later
- Mailchimp
- Shopify
- SEMrush
- Google Data Studio
- Google Search Console
- Google Keyword Planner
- Facebook Pixel
- Ahrefs
- Grammarly
- Shopify

Reason for leaving:

- The company is changing their business model to that of a bank and will no longer have a social media arm nor require his skills, thus his role will become redundant. They have given him an opportunity to move into a different role but he wants to remain within the Paid Media, Digital Marketing space which is his passion and niche.
- The company agreed that if he finds a role related to what he wants to do outside of the company they will allow him to serve 1 weeks' notice.

Company: Marketing sector

Campaign Management:

- Vodacom - NXT LVL
- Unlock Summer (Voda bucks)

Below the Line & Gig Rig Activations:

- Vodacom - KC Mobile
- Khosi Rewards
- NXT LVL School Activation

Average Monthly Marketing Spend:

- R200,000 - R250,000 (Licenses, Social Media Ads & Google Ads, Players, Ambassadors & Influencers)

SEO:

- Monitored and reported on-page and market performance metrics for websites within my management portfolio.
- Identified content gaps and formulated strategies to address them while ensuring alignment with SEO and content design best practices.
- Collaborated with cross-functional teams to coordinate content creation, review, and optimization efforts.
- Worked in close partnership with Off Page and Tech SEO teams to drive ongoing SEO growth opportunities, using a test and learn approach to refine strategies.
- Regularly communicated SEO results and progress to relevant stakeholders, ensuring transparency and alignment with organizational goals.

Social Media Management

- Managing and curating social media content.
- Engaging with the online audience.
- Implementing social media strategies for growth.
- Managing and optimizing paid advertising campaigns across various digital platforms.

Event photography:

- Below the line activations - Capturing the intimate and personalized moments between the brand and its customers.
- Gig rig activations - Capturing live performances, crowd reactions, and interactions with the brand's presence. Showing the energy and excitement of the events, along with brand's integration into the event, such as branded stages, merchandise, and promotional activities.
- Business to business activations - Capturing networking moments, industry discussions, and professional interactions between businesses. Documenting corporate meetings, product launches, and any branding and marketing elements that facilitate these Interactions.

Technologies:

- Adobe Creative Cloud (Adobe Suite)
- Meta Business Suite & Meta Ads Manager
- Ahrefs
- Booking App
- Google Data Studio
- Google Search Console
- Google Keyword Planner
- Facebook Pixel
- WordPress
- Wordtune

Reason for leaving:

- Head hunted for a more lucrative opportunity.

Position: Photographer & SEO Specialist**Duration: 2016 to 2018****Company: Ismail Opticals**

Products & Brands:

- Versace
- Ray-Ban
- Michael Prada
- Burberry

- Jimmy Choo
- Dolce & Gabbana
- Marc Jacobs

Campaigns:

- Re-branding
- Versace is Life
- Buy 1 get 1 free
- Comprehensive Eye Test Special
- Jeep collection

Average Monthly Marketing Spend:

- R30,000 (Social Media Ads, Media Purchase & Studio)

Photographer

- Crafting and arranging photographic apparatus.
- Producing captivating photographs featuring branded sunglasses.
- Enhancing and refining visual imagery through editing.
- Selecting and preparing optimal shooting sites.
- Creating images for print media advertising.
- Engaging in overall administrative responsibilities.

SEO Specialist:

- Develop optimization strategies that increase the company's search engine results rankings.
- Research SEO keywords to use throughout marketing materials.
- Set measurable goals that demonstrate improvement in marketing efforts.
- Monitor daily performance metrics to understand SEO strategy performance.
- Update content and website links for maximum optimization and search engine ranking.

Technologies:

- Adobe Creative Cloud (Adobe Suite)
- Hootsuite
- Ahrefs
- Meta Business Suite & Meta Ads Manager
- Google Tag Manager
- Google Search Console
- Google My Business
- Google Keyword Planner
- Rank Range

Reason for leaving:

- He wanted to move out of photography into a more SEO, Social media career path.

Position: Photographer & Director of Photography (DOP) Camera 2

Duration: 2013 to 2015

Company: Media and Broadcasting sector

Projects:

- Teenage mistakes.
- Big Brother Africa .
- Ashes to Ashes .

Photographer

- Capturing Visual Content: Capturing high-quality images that align with the company's visual style and requirements per client's description.
- Subject Expertise: Lighting, composition, and aesthetics to effectively portray the subject matter for products & people as per client's description.
- Equipment Management: Handling and maintaining photography equipment such as cameras, lenses, lighting setups, and accessories.
- Photo Editing: Editing and retouching images using software like Adobe Photoshop or Lightroom.
- Project Collaboration: Coordinating with other team members, such as designers and content creators, to achieve a unified visual narrative.
- Quality Control: Ensuring that the final images meet the company's standards and contribute positively to its branding and messaging.

Director of Photography (DOP) CAMERA 2:

- Visual Conceptualization: Collaborating with directors, producers, and creative teams to develop the visual style and mood of the multimedia content.
- Cinematography: Overseeing camera operation, shot composition, and camera movement to tell the story effectively through visuals.
- Lighting Design: Creating and managing lighting setups to achieve the desired atmosphere, mood, and focus on scenes.

Reason for leaving:

- This was an entry level role he started on a part time basis while in school based on a passion he had for photography, he wanted to pursue a more serious and challenging career and was offered an opportunity to become an SEO specialist.

Education

Grade 12. Tetelo Secondary School, 2013

Top Skillz

Programmer (C++, VB.net, HTML)
Computer Literacy (Microsoft Word, Excel, MySQL)
Photography plus Videography & Editing
UI design
Paid Advertising
Community building and Management
Keyword Research
Copywriting
Analytical Skills
SEO Knowledge
Content Marketing
Social Media Marketing
Conversion Rate Optimization (CRO)
Technical SEO
Influencer Marketing
Screaming Frog SEO Spider
Bitly
Yoast
Hootsuite
Ubersuggest
HubSpot Email Marketing
Audatex
DeepCrawl
TMS
BrightEdge
Google Workspace (formerly G Suite)
Mixpanel
Programming (C++, VB.net, HTML)
Computer Literacy (Microsoft Word, Excel, MySQL)

Adobe Creative Suite
Magix movie editor
Xero
Canva
Airtable

Salary

Before Deductions:	R 30 000.00 per month
Salary Expectations:	Net salary R28 000 – R29 000.00 per month

"Thank you for considering our applicant! To schedule an interview, please reach out to your Talent Acquisition Specialist."

