SkillzPage
Click - Consult - Connect

Digital Marketing 3
Age: 27

City: Johannesburg
Gender: Female
Ethnicity: African

She completed a bachelor's degree in journalism and has 7 years relevant experience, this includes Social Media Management, Digital Campaign Management, Paid Media specialist, and SEO.

As a Paid Media specialist, she deals with Meta, which includes the likes of Facebook, Instagram, TikTok, LinkedIn, Google, Twitter and YouTube Advertising. She also has digital experience responsible for SEO optimization (SEO implementations and execution of SEO strategies) and WordPress websites etc. She has also worked for agencies where she did research and had SEO clients.

Experienced with Google analytics 4, Google Ads, Google Search Console tag manager, Google Marketing platform, Google website optimizer, Programmatic and SEOmoz tools.

Work History

Position: Biddable Specialist   **Duration: 2024 – Current**
Company: Media and Advertising sector (Freelancing)
- Paid Search Campaign Management .
- Performance Analysis and Reporting.
- Budget Management .
- Optimize campaign performance through continuous monitoring of campaign delivery.
- Client Communication .
- Campaign Expansion and Growth .

Clients worked with:
- Telkom SA
- OpenServe.

Technologies:
- Google Ads

Reason for leaving:
- She feels she's given herself enough experience as a freelancer over the last 6 months to know how this space works and can confidently say she does not want to continue freelancing and much prefers to be fulltime employed and be part of a companies digital strategy long term.
- She would prefer the security of a permanent job and stable income, as freelancing is high stress having to worry about where your next client will come from, also very admin intensive having to do your own taxes etc over and above all the actual work you're hired to do.

Position: **Paid Media Specialist**   **Duration:** **2023 to Current**
Company: **Education sector (Freelancing)**
- Google Ads campaign setup, optimization, monitoring, planning, budget management, platform selection, audience strategy and remarketing.
- Seek ways to improve effectiveness and efficiency within the Paid Social channel in order to aid revenue growth.
- Grow top funnel and awareness for Online School.
- Maintain an up-to-date knowledge of our key platforms features and new releases.
- Work closely with the agency for web development, design assets and creatives, copy writers and other key stakeholders to create and optimize effective creative and ad types across the campaigns.

Technologies:
- Google Ads
- Search Console
- CRM: HubSpot
- Google Analytics (GA4)
- WordPress

Reason for leaving:
- She still does ad hoc freelance work for them as required.

Position: **Campaign Manager**   **Duration:** **2023 to 2023**
Company: **Media sector**
- Buying & selling advertising inventory/ space (slots) on all 24.com sites.
- This includes News24, Netwerk24, City Press, Daily Sun, SNL24 and other 24.com online and digital publications.
- Set up and maintain the advertisers and agencies in the ad-serving technology platform GAM (Google Ad Manager 360).
- Optimize campaign performance through continuous monitoring of campaign delivery.
- Reporting on campaign performance using Data Studio 360.
- Send screenshots of live campaigns to the client.
- Preview creatives, test landing pages and ensure that correct banner sizes are serving.
- Social Media Display Advertising .

Clients worked with:
- Momentum: She Owns Her Success Season 5 Ads .
- Ithuba Lotto: Powerball Ads and Everyday Lotto Ads .
- Rugby World Cup 2023, Eskom, Standard Bank .

Technologies:
- Google Ad Manager 360 .
- Data (Looker) Studio 360 .
- Google Analytics (GA4 & UA) .
- Spacback social media display.

Reason for leaving:
- When she attended the interview, they told her they are using the Google ad software she now uses, however once she started within the role, she realized it's not the same as they use a different Google Ad software named Publishing, doing onsite advertising.
- They don't do google ads with search, performance maps etc but only publishing.
- She has done this at an earlier stage in her career, but does not find this work challenging, she was transparent and explained it as such to her manager before choosing to leave and try freelancing as an independent contractor.

Position: **Digital Campaign Manager**   **Duration:** **2022 to 2023**
Company: **Digital Marketing sectors**
- Competitor analysis & research.
- Website audit, Google Ads & Tag Manager account audits .
- Digital marketing strategy & Budget recommendations .
- Set up Google Ads campaigns (Search, Display, PMAX, Discovery, and YouTube .
- Set up PMAX/ Shopping Ads and tag products on the feed.
- Manage large budgets and spend accurately.
- Implement Google Ads best practices on ads and settings.

- Set up purchase tags, checkout tags, clicks on email tags, clicks on phone number tags, general enquiry form tags.
- Identify Call-To-Actions to be added on ads and website.
- Create ads assets such as sitelinks, callouts, structured snippets, dynamic images etc.
- Report on ad performances, Auction Insights, and impression share.
- keyword research on brand and generic terms.
- Report on keyword ranking positions.
- Upload SEO optimized articles on the website. I have experience with WordPress, Shopify and HTML sites.

Clients worked with:
- eCommerce Clients: Clicks, Massmart: Game, Makro & Builders, Replay Jeans, Galxboy, Bathu Sneakers, Killer Deals, Best Clothing.
- SEO clients: Prue Leith Culinary School, Welgevonden Game Reserve, Detpak.

Reason for leaving:
- The company was based in Pretoria, and when she accepted the role, it was a Hybrid role, but the role changed to Office bound and travelling became too extensive.

Position: PPC Campaign Manager   **Duration: 2021 to 2022**
Company: Technology and Electronics sector
- Competitor analysis & research.
- Website audit, Google Ads & Tag Manager account audits.
- Digital marketing strategy & Budget recommendations.
- Set up Google Ads campaigns (Search, Display, PMAX, Discovery, and YouTube.
- Set up PMAX/ Shopping Ads and tag products on the feed.
- Manage large budgets and spend accurately.
- Implement Google Ads best practices on ads and settings.
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Reason for leaving:
- She was the only Campaign Manager and started the Campaign function and Paid media space for the company, thus she wanted to work in a bigger company to gain more experience.

Position: Campaign Manager   **Duration: 2020 to 2021**
Company: Renewable Energy sector
- Run on-platform ads – programmatic ads specializing in Display Banner Campaigns on a news online advertising space and placements.
- Work with various internal teams (Ad Operations, Sales, Marketing).
- Execute campaigns, measure, and report on their effectiveness.
- Take screenshots of ads in different banner sizes and send to client (advertiser) with proof of execution and flight of ads.
- Use Google Ad Manager 360.
- Advertised on: All Independent Media and Newspapers Publications: IOL News, The Star News, Pretoria News, Cape Argus, Cape Times, The Mercury, Daily News, Isolezwe, Drive360, IOL Sports, IOL Motoring.

Reason for leaving:
- Covid 19 – retrenchment.

Position: Social Media Manager   **Duration: 2018 to 2020**
Company: Media and Publishing sector – Independent Media & Newspaper

- Manage multiple Independent Newspapers social media accounts.
- Build a positive brand image by focusing on growing social media 'likes/ followers', Impressions, Reach and Engagement Rate.
- Create Social Media Content.
- Schedule content across platforms (Instagram, Facebook, Twitter).
- Community Management: Engage with followers, promote company initiatives, and respond to questions or complaints on posts and in the inbox.
- Boost posts to help pages get more likes, followers, messages, video views, leads, or calls.
- Monitor and report on social media and company website metrics.

Social media accounts managed:

- All Independent Media and Newspapers Publications: IOL News, The Star News, Pretoria News, Cape Argus, Cape Times, The Mercury, Daily News, Isolezwe, Drive360.

Reason for leaving:

- Contract complete.

Education

Grade 12. Pro Arte Alpen Park, 2014.

Bachelor's degree in journalism. Tshwane University of Technology, 2018.

Courses & Certifications:

- Excel 101, Excel Academy .
- Google Analytics Certification.
- Google Ads Creative certification .
- Google Ads - Measurement Certification .
- Google Ads Video Certification .
- Google Ads Display Certification.
- Google Ads Apps Certification.
- Google Ads Display Certification .
- Google Ads Shopping Certification .
- Google YouTube Creative Workshop Session with Game & King James & iLEAD.
- Google Ads Academy .
- Google Digital Skills for Africa .
- Google Digital Champions Program .

Top Skillz

Social media:
Buffer Social Media Management
Hootsuite Social Media Management Software
Zoho Social Media Management Software
Meta Business Suite and Business Manager
Google Ads:
Google Ads (GDN)
Google Ads Manager (GAM – Publisher)
Google Analytics (GA4)
Google Merchant Centre
Google Search Console
Google Tag Manager
Looker Studio

YouTube Ads
SEO:
Search Engine Optimization
SE Ranking
Yoast SEO Plugin
Website:
Basic Web Development: HTML5, CSS3 & JavaScript
Shopify
WordPress
Other Advertising platforms:
Takealot Ads (Marketplace & Supplier Portal)
Huawei Ads
Other:
HubSpot CRM
Good News Awareness in Digital Marketing and Tech
Good understanding of eCommerce & online retail models
Leads Gen Advertising
Open AI ChatGPT

Salary

Before Deductions:	R50 000 gross pm
Salary Expectations:	R50 000 – R55 000

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