



Digital Marketing 4

Age: 34

City: Johannesburg

Gender: Female

Ethnicity: African

She is a Digital Marketing enthusiast with 10 years' experience. She has advanced SEO, Re-Targeting, Social Media Management, Google Ads, Direct Marketing, Programmatic, Affiliates/ Referral Marketing, Digital Campaign Management and Google analytics experience.

Experienced in:

- SEO implementation and executions
- Creating paid media campaigns with the aim to generate leads/ get new business
- Experience in managing campaigns on various paid media platforms like Google, Facebook, Instagram, TikTok, Pinterest, LinkedIn, Twitter, YouTube Advertising.
- Google analytics
- Google Ads
- Google Search Console
- Google Marketing platform
- Google website optimizer
- Programmatic
- SEOMoz tools

Work History

Position: Referral & Affiliate Specialist

Duration: 2024 to Current

Company: Retail sector

- Develop referral marketing strategies that align with the organization's business goals.
- Manage and execute campaigns across various digital channels, including email, social media, search engines, and display advertising.
- Measure and report on the performance of digital marketing campaigns and assess against goals (ROI and KPIs).
- Conduct market research and analyze trends to identify new opportunities and improve campaign performance.
- Identify, recruit and on-board new affiliates and partners to the affiliate program.
- Identify new sources of revenues on behalf of the company through execution of referral and affiliate marketing.
- Negotiate the best placement deals while improving on the backlink profile through referral traffic.
- Research and acquire niche specific referral traffic.
- Compete against giants like Takealot on referral campaign placements for e.g. Black Friday, Back to School, Easter etc.

Reason for leaving:

- Head hunted by Natasha, keen to expand on her skills set.

Position: Programmatic & Remarketing

Duration: 2021 to 2023

Company: Retail sector

Won a Bronze Award from MMA Global (Smarties South Africa)

Remarketing / Re-Targeting:

- Developing and implementing a remarketing strategy.
- Creating visual concepts for promotional activities.
- Running and managing programmatic and deep learning platforms RTB House, Eskimo, Insider, PerformDM etc.
- Managing the digital/ remarketing marketing calendar.
- Maintaining the online presence and reputation of the company.
- Tracking digital marketing performance on social, google, programmatic and deep learning platforms.
- Stakeholder Management and Engagement.
- Creating and updating digital marketing reports.
- Overseeing the digital marketing budget.
- Conduct market research and analyze trends to identify new opportunities and improve campaign performance.
- Collaborate with cross-functional teams, including creative, content, and web development, to produce engaging content and optimize user experience.
- Stay up to date with emerging digital marketing trends and technologies.

Digital Account Management:

- Online brand management.
- Plan, execute campaigns from scratch.
- Run campaigns on social media, Email, Google Ads, Google Shopping, Remarketing Tool e.g. RTB House, YDigital, Eskimo, Insider.
- Ensure that each campaign has 3rd party budget to drive referral traffic.
- Laisse with ecommerce on promotions to drive revenue and OKR.
- Manage the creative team on content and visual element creation.
- Running massive budget campaigns for the Group (Game, Builder & Makro) e.g. Black Friday, Festive, Back to School, Summer Campaigns, Spring Campaigns etc.

Reason for leaving:

- They wanted to try new things and wanted her to head up a new division affiliates and referral department.

Position: Digital SEO Manager**Duration: 2020 to 2021****Company: Financial Services sector****SEO:**

- Managing a team of SEO Specialists.
- Communication to team and management project development, timelines and results.
- Monitor and evaluate web analytics and dashboards.
- Developing and implementing comprehensive SEO strategies to increase organic search visibility and drive high-quality traffic to our website.
- Conduct keyword research to guide content teams.
- Review technical SEO issues and recommend fixes.
- Optimize website content, landing pages and paid search copy.
- Direct off-page optimization projects (e.g. link-building).
- Collect data and report on traffic, rankings and other SEO aspects.
- Perform regular website audits.
- Work with social media and PPC teams to optimize campaigns.
- Keep abreast of SEO and integrated marketing trends.
- Prepare and present reports regularly and weekly.
- Identify our buyer persona to better target identified audiences.
- Collaborate with web developers and marketing team.
- Call listening to improve organic leads and sales.
- A/B Testing and endless page optimizations to yield results.
- Account for organic traffic, numbers, leads, sales and conversions.

Reason for leaving:

- Fixed term contract.

Position: Digital Marketing Specialist**Duration: 2018 to 2020****Company: Hospitality and Entertainment sector****SEO:**

- SEO Subject matter expert.
- Create SEO strategies across all digital assets and platforms.
- Keyword research and strategy.
- Landing page optimization.
- Executing On-page & Off-page SEO.

- SEO page Targeting.
- Detail SEO framework and objectives that complement overall marketing strategy and business objectives.
- User Experience optimization.
- Competitor Analysis.
- Website reporting.
- Monitor and evaluate search results and search performance across the major search channels.
- Teamwork, communication between and management on timelines and results.

Google AdWords:

- Maintaining and monitoring keyword bids, budgets, quality score, keyword research.
- Managing display network placements.
- Executing lead generation campaigns.
- Planning and creating PPC campaigns.
- Submitting paid adverts to GDN (Google Display Network).
- Performing daily account management of PPC campaigns, reviewing and optimizing.
- Campaign performance and reporting.
- Optimizing campaigns to reach brand objectives and optimizing ad spend.
- Tracking and reporting: Reporting on website activity and providing evidence of acquired (traffic) from google analytics ads through various tracking methods such as google analytics.
- Ensuring that creative specs are met in time for campaigns to run optimally.

Digital Account Management:

- Client liaison – building and maintaining strong customer relationships.
- Time management.
- Preparing monthly reports for clients.
- Forecasting and tracking key account objectives.
- Proficiency with CRM software.
- Coordinating variants to ensure that client demands are met.
- Managing client briefs and delivering objectives.
- Finding new customers through exploring different advertising avenues.
- Brand management.
- Running online brand and product campaigns.

Website Administration:

- Ensuring that the website is always updating.
- Creating and updating content.
- Monitoring and reporting on website performance.
- Handling online marketing projects including SEO and SEM.

Social Media Management:

- Formulating a social media plan.
- Creating and scheduling monthly social media calendars and collaborating with different stake holders.
- Reporting on social media campaigns.
- Tracking website traffic and engagement generated from social media campaigns.
- Overseeing the creation and maintenance of social media content.

Email Marketing:

- Creating monthly email campaigns to promote products and services.
- Ensuring that email lists are updated, sending email only to those who have opted in for messages.
- Creating an email database for lead generation campaigns.
- Purging non-deliveries and opt outs.

Reason for leaving:

- Covid related, they had salary cuts, and the company wasn't functioning optimally.

Position: SEO Analyst

Duration: 2017 to 2018

Company: Digital Marketing and Technology sector

Search marketing and social media:

- SEO Subject matter expert.
- Create SEO strategies across all clients.
- Keyword research and strategies.
- Landing page optimization for each client.
- On-page SEO and Off-page SEO per client.
- SEO Targeting.
- Detailed SEO framework and objectives that complement overall marketing strategy and business objectives.
- User Experience optimization.

- Keyword research.
- SEO analysis and recommendations.
- SEO performance reports.
- Competitor Analysis.
- SEO reporting
- User Experience optimization
- Competitor Analysis
- SEO reporting.
- Social Media Management via social listening tools.
- Monitor and evaluate search results and search performance across the major search channels.
- Monitor and evaluate search results and search performance across the major search channels.
- Social Media Management via social listening tools.
- Facebook ads.
- Community management – responding to follower’s queries on social media in a timely manner.
- Collaborating with other teams, such as marketing, sales and customer service to make sure the consistency of the brand is maintained.

Reason for leaving:

- Wanted to move back to corporate and the company was closing.

Position: Senior Digital Marketing Specialist

Duration: 2013 to 2016

Company: Trading sector

SEO:

- Keyword research.
- SEO analysis and recommendations.
- SEO performance reports.
- On-page SEO.
- Off-page SEO.
- SEO Targeting.
- Detail SEO framework and objectives that complement overall marketing strategy and business objectives.
- User Experience optimization.
- Account Management.
- Competitor Analysis .
- SEO reporting.

Content:

- Producing innovative content for our website and blogs that users are interested in to attract new website visitors.
- Recognize opportunities for the growth of our brand through content.
- Monitoring duplicate content on websites.
- Organic content plans.

Google AdWords:

- Campaign performance and reporting.
- Optimizing campaigns to reach brand objectives and optimizing ad spend.
- Tracking and reporting: Reporting on website activity and providing evidence of acquired (traffic) from google analytics ads through various tracking methods such as google analytics.
- Staying up to date with PPC and SEM trends.

Digital Account Management:

- Digital & Social brand management.
- Creating content plans.
- Building strong client relationships.
- Coordinating and executing tasks required to meet project objectives.
- Preparing strategies and budgets in relation to project objectives.
- Creating and implementing digital campaigns.

Team Management:

- Managing marketing activities.
- Reporting on key issues and taking action to resolve them.
- Team mentorship.
- Stake-holder management.

Affiliate Marketing:

- Relationship management
- Discussions on brand placements on affiliate websites
- Negotiation a fee for conversions acquired from affiliate websites
- Ensuring that all tracking is in place to track conversions

Reason for leaving:

- Wanted to get agency exposure.

Position: Website Administrator and Programme Coordinator

Duration: 2012 to 2013

Company: Engineering & Consulting sector

- Create, develop and manage content for organization's web presence (requires working with content management software).
- Coordinate web projects across departments.
- Maintain a consistent look and feel throughout all web properties.
- Working with a cross-departmental team, maintain and develop the master content calendar for all web properties.
- Copyedit and proofread all web content.
- Oversee freelancers, including writers, copyeditors and community outreach organizers.
- Keep current with emerging web technologies through relevant blogs, and events.
- Assure web-based information is archived for future needs and reference.
- Track and report on all site metrics.
- Guiding employee actions by researching, developing, writing and updating administrative policies, procedures, methods, and guidelines, communicating developments to management.
- Creates and revises systems and procedures by analyzing operating practices; studying utilization of microcomputer and software technologies; evaluating personnel and technological requirements; implementing changes.
- Manage the student interface where the students submit their assignments.
- Upload student notes onto the student interface.
- Assign students to their choices of programs.
- Guide student.
- Content management.
- Update website.
- Assist with anything and everything as per request.
- Work cooperatively with key team members, clients and vendors.

Reason for leaving:

- New challenge.

Education

Grade 12. Alexander High, 2007.

BA in Psychology & Communications. University of Johannesburg, 2011.

Certified SEO Professional. 2017.

Professional Diploma in Digital Marketing. DMI, 2017.

Master Online Advertising. 2018.

Google Analytics Individual Qualification. 2023

Campaign Manager Certification. 2023.

Google Analytics – AdWords Search. 2023.

Top Skillz

Retargeting

SEO

Project management
Strong decision maker
Complex problem solver
Google Ads
Social Media Management
Digital Campaign Management
Search Metrics
A/B Testing
Programmatic
Deep learning platforms
SAP Marketing Cloud
SEMrush
Google Analytics
Search Console
Online Marketing
Service-focused
HTML, XML, WordPress
Proficiency working with SEO tools
SEOMoz
Time Management & Adaptability
Stake-holder Management
Automation Marketing
DV360
Ahrefs
Screaming frog

Salary

Before Deductions:	R 58 400.00 per month
Salary Expectations:	+/- R 63 000.00 per month

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