



## Digital Marketing 5

Age: 33

City: Johannesburg

Gender: Female

Ethnicity: African

With 9 years of experience in the digital marketing industry, she has built a solid foundation in creating and executing highly effective paid media campaigns across various channels. She has 5 years Paid Media experience, runs lead generation campaigns for various clients, experienced in SEO implementation and execution, experienced with Google, Facebook, Instagram, TikTok, , LinkedIn, Twitter, YouTube Advertising, and experienced in Google analytics, Google Ads, Google Search Console, Google Marketing platform, Google website optimizer, Programmatic and SEOmoz tools.

Her approach to digital marketing is anchored in data-driven decision-making. Skilled in using advanced analytics to not only fine-tune campaigns but also to maximize return on investment and drive measurable results. Her proficiency with platforms such as Google Ads, Facebook Ads, and more, allows her to navigate and adapt to the ever-evolving landscape of digital marketing with ease. What truly sets her apart is her unwavering passion for delivering exceptional campaigns. She takes pride in her ability to craft compelling ad strategies that not only engage audiences but also consistently exceed client expectations.

For her, it is not just about meeting goals; it is s about setting new standards for excellence in every project she undertakes.

She is excited about the opportunity to bring her experience and expertise to your team, where she believes she can contribute to your continued success in the digital marketing realm. Confident that her proven track record, strong analytical skills, and dedication to staying at the forefront of industry trends makes her a valuable asset for your organization.

Her journey in the digital marketing industry has allowed her to build a strong foundation in creating and executing effective paid media campaigns across multiple channels. Excels in data-driven decision-making, utilizing advanced analytics to fine - tune campaigns, maximize ROI, and drive quantifiable results. Her extensive knowledge of platforms like Google Ads, Facebook Ads, and more, ensures she stays ahead in this ever-evolving landscape. Passionate about delivering top-notch campaigns, she takes pride in her ability to craft compelling ad strategies that engage audiences and exceed client expectations.

## Work History

**Position:** Digital Media specialist Lead

**Duration:** 2023 to Current

**Company:** Media and Entertainment sector

- Develop and execute comprehensive paid search, display, audio, and social advertising strategies for both B2B and B2C clients.
- Produced detailed end-of-campaign reports to evaluate performance and provide insights for future optimizations.
- Collaborated closely with the sales team to fine-tune client campaigns and ensure optimal results.
- Managed the seamless flow of traffic between the company and third-party agencies, fostering strong partnerships.
- Established, tracked, and assessed essential paid media Key Performance Indicators (KPI's) to gauge campaign effectiveness.

- Orchestrated media purchases across diverse advertising platforms, overseeing daily execution of paid media activities.
- Maintained vigilant control over the overall budget allocation for paid media, optimizing spending for maximum impact.
- Conducted in-depth research, including keyword analysis, website evaluation, ad group structuring, and precise audience targeting.
- Stayed current with industry best practices and emerging technologies to keep strategies up to date
- Spearheaded Paid Media initiatives on various digital platforms, encompassing Google, Facebook, Twitter, YouTube, LinkedIn, Instagram, TikTok, Display, and audio streaming.

*Reason for leaving:*

- She's been with the company for 4 years and would like a new challenge and would love a Hybrid role, she would also love to work in a different sector.

**Position: Paid Media Specialist**

**Duration: 2021 to 2023**

**Company: Media and Entertainment sector**

- Create and implement comprehensive strategies for paid search, display, audio, and social advertising tailored to both B2B and B2C clients. Generate detailed end-of-campaign reports to assess performance and offer insights for future improvements.
- Collaborate closely with the sales team to optimize client campaigns and ensure optimal outcomes.
- Manage the smooth flow of traffic between the company and third-party agencies, nurturing strong partnerships.
- Define, monitor, and evaluate key paid media Key Performance Indicators (KPI's) to measure campaign effectiveness.
- Coordinate media purchases across diverse advertising platforms and supervise daily execution of paid media activities.
- Exercise careful control over the overall budget allocation for paid media, optimizing spending for maximum impact. Conduct thorough research, including keyword analysis, website evaluation, ad group structuring, and precise audience targeting.
- Stay abreast of industry best practices and emerging technologies to keep strategies current.
- Lead Paid Media initiatives across various digital platforms, including Google, Facebook, Twitter, YouTube, Instagram, TikTok, display, and audio streaming.

*Reason for leaving:*

- Promotion as she was already fulfilling the role of a Chief Digital Officer as the Chief Digital Officer left the company and she was standing in for him, he reported to Exco so they eventually gave her the actual title.

**Position: Social Media Manager**

**Duration: 2016 to 2021**

**Company: Radio Station**

- Sourcing and creating content to drive online traffic to the Radio stations website and social media pages.
- Creating Ads for social media campaigns as well managing the budget, reporting and analysis.
- Creating and overseeing the social media strategy for the station including show pages.
- Creating content engagement opportunities for the online audience and theme days for user-generated content .
- Managing online brand and sales campaigns.
- Creating and implementing social media plans for events and campaigns.
- Compiling monthly reports.
- Editing and proofreading articles on the website as well as social media captions.
- Community management.
- Liaising With sales team to optimize client campaigns.

*Reason for leaving:*

- She loved it here, however there was a management change and the culture completely changed and she was headhunted by a company where she would have more accounts and work more in commercial which she felt would be more of a challenge.

**Position: Social Media Community Manager**

**Duration: 2016 to 2016**

**Company: Advertising and marketing sector**

- Created content for Twitter, Facebook, and Instagram accounts for Steers SA and Fishaways SA.
- Created briefs for artwork for studio and copy.
- Promoted posts for Facebook to increase their reach and engagement.
- Monitored and responded to queries and complaints on the brand's behalf, ensuring a positive online presence.
- Hosted status meetings to discuss project progress and updates.
- Compiled weekly reports to track and analyze the performance of online activities.
- Created presentations and presented them to above-the line agencies for collaborative projects.

*Reason for leaving:*

- The culture was not great, she didn't feel it was a healthy work environment.

**Position: Social Media Manager****Duration: 2014 to 2015****Company: Media and Entertainment sector**

- Managing all online content (images, videos and copy).
- Promoting posts
- Community Management
- Compiling monthly report
- Developing and expanding community or blogger outreach efforts
- Managing sentiment regarding the production .
- Assisted in generating stories for Khumbul'ekhaya and generating leads for the production.
- Post production duties included translating episodes to English, inserting and editing subtitles.

*Reason for leaving:*

- Offered a role where she would manage multiple clients and within an agency environment which would be a new challenge and growth.

**Position: Marketing Assistant****Duration: 2013 to 2014****Company: Marketing sector**

- Project planning and development.
- Maintaining relationships with clients.
- Lead generation.
- Ordering products.
- Preparing presentations.
- Product branding and concept development for small businesses .

*Reason for leaving:*

- She wanted to move out of normal marketing and move into Digital marketing.

**Position: Fashion Model****Duration: 2008 to 2018****Company: Various companies**

- Elle Magazine SA - Four Issues, April 2009, May - June 2010, September 2010, February 2012.
- Marie Claire Magazine SA - Four Issues, June 2010, December 2010, February 2011, March 2012.
- Metropolitan Magazine, November 2008.
- Mini biography interview — True Love Magazine, June 2011 and October 2014 Issue.
- Legit Magazine interview, 2013.
- Honey Magazine, 2013.
- Vrouekeur Magazine, 2014.
- Destiny Magazine, 2014.
- Mamas and Papas Cover, April 2015.
- Fashion Weeks - Shows: South Africa Fashion weeks various designers since 2009 — India fashion show - designer Manish Malhotra, September 2010.
- Mexico Fashion show, June 2010.
- Marketing Campaigns: Woolworths Winter, 2010.
- Summer, 2011.
- Woolworths World Magazine, 2010.
- Television Adverts: Nokia (E8).

*Reason for leaving:*

- Wanted to pursue a corporate career.

## Education

**Grade 12.** Saint Thomas College, 2007.

**Digital Marketing Diploma**. Shaw Academy, 2017.

**Social Media Marketing**. UCT Get Smarter, 2018.

**Graphic Desing Higher Certificate**. Red & Yellow, 2020.

## Top Skillz

Proficient in sourcing and creating content for websites and social media platforms.
Expert in formulating and executing digital strategies.
Skilled in copywriting.
Specialized in paid media strategies.
Proficient in data reporting and analysis.
PPC Campaign Management
Display and Video Advertising
Social Media Advertising
AdWords and Facebook Ads Optimization
Budget Management
A/B Testing
Performance Analysis
Client Relationship Management
Trend Analysis and Market Research
Content writing
Google Analytics/Narrative
Graphic Design
Meltwater
Hootsuite
WordPress
Multilingual
Pin Poll
Google Ads Manager

## Salary

Before Deductions:	R 49 000.00 per month
Salary Expectations:	10% - 15%

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