



Digital Marketing 6

Age: 33

City: Johannesburg

Gender: Female

Ethnicity: African

She completed a B. Tech Degree in Journalism and has 6 years' experience as a Digital Marketer in social media and performance marketing. Demonstrated success in driving brand presence, increasing engagement, and generating revenue growth through social media marketing, and comprehensive digital strategies. Experienced in implementing organic and PPC strategies on Facebook, Instagram, Twitter, LinkedIn, and Google ads. Proficient in strategizing, implementing, and using analytics tools to optimize, track, and measure campaign performance.

5 years experience in Paid media, digital campaign management on various platforms like Facebook, Twitter, Instagram, LinkedIn, Google and YouTube. She has experience with Google Analytics (GA3 and GA4) and Google Ads.

She has basic experience in implementing SEO strategies and Google search console.

Work History

Position: Social Media Specialist

Duration: 2021 to Current

Company: Retail Sector

- Led digital rollout of the brand and rewards programme campaigns. This was an opportunity to elevate their brand presence, enhance customer loyalty, and drive revenue growth through innovative digital marketing strategies.
- Devised and executed effective social media and paid advertising strategies, boosting brand visibility, driving traffic, and increasing revenue.
- Collaborating with internal and external stakeholders to align social media efforts with broader marketing strategies.
- Reporting on brand, supplier, and tactical campaigns.
- Social listening for community management and customer relationship management (CRM).
- Managed multi-million rand paid media budgets across Google ads and social media.
- Managed the implementation, optimizing, budgets and reporting of supplier-funded social media campaigns.
- Implemented, managed, optimized, and reported on Display, Search, Discovery, YouTube, Shopping, Performance Max, Facebook, Instagram, and Twitter campaigns.

Reason for leaving:

- She's been with the company for almost 7 years and wants a new challenge and environment.

Position: Social Media Coordinator

Duration: 2017 to 2021

Company: Retail Sector

- Strategized and implemented paid social strategies on Facebook, Instagram & Twitter.
- Planned the monthly social content calendar guided by key brand campaigns and promotions.
- Introduced the call center team to a more human way of responding to customers on their social pages. The response rate increased from 70% to 100% on Facebook.
- Strategized and implemented social media campaigns that increased engagement by 20%.
- Collaborated with cross-functional teams, including marketing, merchandisers, and design, to create high-quality, on-brand content.

- Analyzed and reported on key metrics, including ROAS, engagement, reach, impressions, and conversions, to measure campaign success and make data-driven decisions.

Reason for leaving:

- Promoted.

Position: Social media & Content Specialist

Duration: 2015 to 2017

Company: Radio - Media and broadcasting sector

- Managed social media accounts (Facebook, Twitter, Instagram and YouTube).
- Created engaging content, including images, videos, and written posts, to increase website traffic.
- Monitored social media pages to respond to inquiries and give feedback promptly and professionally.
- Conducted regular audits of social media accounts to ensure optimal performance and make recommendations for improvement.

Reason for leaving:

- She was offered a role at a bigger company and learning new digital things.

Position: Intern Journalist

Duration: 2013 to 2013

Company: Newspaper

- Conducted research and wrote articles for the newspaper (News and feature articles)
- Shadowed senior reporters and covered local events, conducting interviews and taking notes.
- Proofread and edited articles before submission, ensuring that all content was accurate and well-written.

Reason for leaving:

- Internship completed.

Education

Grade 12. PJ Simelane Secondary School, 2008.

National Diploma in Journalism. Tshwane University of Technology, 2013.

B. Tech Degree in Journalism. Tshwane University of Technology, 2016.

Certifications:

- Google Ads Certifications (Google Analytics, Search, Shopping and Display Ads).
- University of Cape Town Online Campus: Social Media Marketing.
- SEMrush SEO Fundamentals.

Top Skillz

Google Ads (Search, Shopping, YouTube, Pmax, Display, Discovery, and GMB)
Google Analytics
Merchant Centre
Datastudio/Looker
Excellent Social Media Management skills and experience across: Facebook, Instagram, Twitter, LinkedIn, Pinterest, and TikTok.
Facebook business manager
Twitter ads manager
Paid media planning and execution
Social Media strategy formulation and execution.
Digital campaign strategies
Digital campaign performance data analysis
Influencer or Creator partnership management

Social listening, engagement & performance tracking tools (Meltwater, Brandwatch, Hootsuite, Emplifi, Sprout)
Customer Relationship Management (CRM)
Budget Management
Community Management
SEO Fundamentals
SEMrush
WordPress

Salary

Before Deductions:	R46 000
Salary Expectations:	10 – 15%

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

