



Makhosazana Sibanyoni

Digital marketer

Profile

A digital fanatic who takes great interest in search engine optimization, social media marketing as well as email marketing. My digital marketing experience offers comprehensive digital marketing solutions, from social media marketing campaigns to paid facebook campaigns as well as content marketing. I am confidently able to lead the quality assurance of campaigns as well as deliverables with great collaborative abilities with other stakeholders of the business.

References

The AA - Zinzile Luthuli (Digital marketing manager)
0795226720

Clubmed - Lesego Matabane (marketing manager)
0833765115

Follow me



www.facebook.com/makhosazana/



www.instagram.com/khosi.sibanyoni



[makhosazana-sibanyoni-8b4b6845/](https://www.linkedin.com/in/makhosazana-sibanyoni-8b4b6845/)

WORK EXPERIENCE

Digital Marketing Content coordinator

The AA - Automobile association of SA
MAY 2017 - JUN 2018 - Contract ended

Content Management- Website
Web UX management and optimization
Building landing pages & updates
Manage the web testing with service providers
Work with agency to improve layout of the pages/Seo
Provide first line support
Answer queries and resolve issues
Web Analytics - Google Analytics
Social Media - Community Management
Email Marketing - Overlooking Content and Design
Reporting: Mailers, Website, Social Media

Content marketing assistant - Leanership

Club Med - Holiday and Leisure
FEB 2016 - DEC 2016

Assisting with content marketing strategy creation
Planning a content calendar based on strategy
Briefing in agencies of weekly mailers
Debriefing on weekly mailers (email marketing)
Monthly content calendar creation (email marketing)
Analyzing mailer results for effective re-targeting
Debriefing on monthly blogs and social media copy
Analyzing data received from head office for retargeting purposes
Assisting with content planning through research and trends



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Reference

MDS COLLIVERY - NATHAN VENN
(Head designer)
072 342 2000

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WORK EXPERIENCE

Social Media Marketing Manager

M D S Collivery - Courier company
JUL '19 - JUN '20 - COVID 19

Planning, implementing and monitoring the company's Social Media strategy
Managed and conceptualized all social media content

Monitored user engagement and suggested content optimization for the web

Developed paid campaigns to identify and acquire customers.

Managing 4 social media pages - FB, IG, TT, LI
Collaboration with stakeholders to implement marketing campaigns on new products/new branch openings

Introduced email marketing

Reporting: Mailers, Website, Social Media

Social Media Marketing Manager

MDS VisaPak - Travel Visa acquiring service
JUL '19 - JUN '20 - COVID 19

Planning, implementing and monitoring the company's Social Media strategy
Managed and conceptualized all social media content

Monitored user engagement and suggested content optimization for the web

Developed paid campaigns to identify and acquire customers.

Managing 4 social media pages - FB, IG, TT, LI
Collaboration with stakeholders to implement marketing campaigns on new products/new branch openings

Bulk emailing



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Contact me



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Modderfontein



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EDUCATION

Professional diploma - digital marketing
BRAND SCHOOL | 2015

Strategy + planning
Search Marketing: PPC + SEO
Email marketing
Digital Display Advertising
Social Media Marketing (social + business)
Mobile Marketing
Analytics

National certificate - community journalism
UNISA | 2014

Theory of Community Journalism
Press Freedom
Community newspaper journalism
Different Areas of Reporting
Conducting an interview
Writing and Editing
Planning+management of a community newspaper

National certificate - matric
ELITE COLLEGE | 2001

English
Afrikaans
Mathematics
Business Economics
Economics
Accounting
Mercantile Law

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CONTENT MARKETING

Planning, and implementing the overall company's content strategy

Web content coordination

Email marketing B2B/B2C

TOOLS

Sprout SOCIAL

BLOGGER

MAILCHIMP

FB ADS MANAGER

GOOGLE ANALYTICS

FB BUSINESS MANAGER

ENSIGHT - WEB CMS + EMAIL BUILDER

EVERLYTICS - EMAIL BUILDER

ADOBE ILLUSTRATOR - very basic

ADOBE PHOTOSHOP - very basic

GOOGLE ADS KEYWORD RESEARCH TOOL

GOOGLE DATA STUDIO

GOOGLE MERCHANT CENTRE

Social Media Assets (FB)

Bubusku - @BubuskuZA

Wizco - @wizsco

Inluenca - @Influensaa

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About Me

Let's break the ice, shall we?

Apart from being hardworking, reliable, and absolutely weird to work with. My passion for digital marketing started with the love for the ever-so-changing world of technology.

Specialising in B2C social media marketing over the past few years has allowed me the opportunity to develop a robust knowledge base of the industry and its evolving tricks.

This means that I can confidently develop a digital marketing plan, from concept to completion, run and manage social media campaigns (organic and paid)

Outside of my professional roles, I'm a mom, partner as well as a start-up Entrepreneur. I believe in challenging conventional wisdom for unconventional utilization. Everything can improve, with the right collaboration and a winning state of mind.

Working smart makes working hard so much easier; my everyday mantra.

Skills

Social media marketing

Social media advertising

Content marketing - management

Content marketing - email

Google analytics - certified

Google Ads (search, display) - certified

SOCIAL MEDIA MARKETING

Exceptional conceptualizing abilities

Ability to build a strategy from start to finish

Strategy implementation Independence

Campaign management

Paid campaign management

Social media management - B2B & B2C

ONLINE ADVERTISING

Facebook / IG advertising - Good

LinkedIn Advertising - Fair

Google Ads - Good (not certified yet)