

HANNAH

Digital Marketing Specialist & Project Manager

Pretoria, South Africa

ROOCRUIT

PROFESSIONAL SUMMARY

Professional Marketing Specialist and Project Manager with over 3 years of experience in the sales and marketing industry. With a background in science, I approach every campaign as a series of repeatable, data-driven steps akin to the scientific method to ensure successful outcomes. Expert in combining creative content production with structured project methodologies to drive brand engagement and growth.

KEY SKILLS

- Digital Marketing Strategy
- Project Management (Agile)
- Social Media Content Creation
- Website Design & Development
- Brand & Logo Development
- Email Marketing
- Data Analytics
- Team Leadership

PROFESSIONAL EXPERIENCE

Marketing Manager

June 2020 - Present

Professional Services & Consulting Firm

- Directs video and content creation strategies for professional social media platforms (LinkedIn, Twitter).
- Lead email marketing campaigns to drive client acquisition and retention.
- Manages various marketing promotions and oversees customer engagement initiatives.

Marketing Manager

December 2020 - Present

Specialty Consumer Goods Brand

- Execution of full-cycle website design and development.

- Generates multi-platform social media content specifically for Instagram, Facebook, and TikTok.
- Heads brand development including logo design, visual branding, and professional social media profile curation.

Digital Marketing & Print Manager

January 2020 - November 2021

Retail Beverage & Lifestyle Boutique

- Coordinated digital content creation alongside traditional print media (flyers, posters).
- Managed high-level customer engagement and community interaction.
- Developed and scheduled promotional social media campaigns.

Content Creation Team Lead

January 2018 - December 2021

Online Educational Institution

- Led a dedicated content creation team focused on educational and social media outputs.
- Oversaw customer engagement strategies for the academic platform.
- Ensured consistent quality and alignment of educational content with brand standards.

EDUCATION

MSc Genetics

University of Pretoria | 2021 - 2022

Honours Genetics

University of Pretoria | 2020 - 2020

BSc Human Physiology, Genetics and Psychology

University of Pretoria | 2017 - 2019

CERTIFICATIONS

Project Management Professional Certificate (2022)

Specializations in Project Initiation, Planning, Execution, and Agile Methodologies.

Google Data Analytics Professional Certificate (2022)

Google Digital Marketing & E-commerce Professional Certificate (2022)

LANGUAGES

English: Native

Afrikaans: Full Professional

Italian: Limited Working Proficiency
