

Molly

ROOCRUIT

Social Media Manager

Cape Town, South Africa

PROFESSIONAL SUMMARY

A highly creative and strategic Social Media Professional with extensive experience in managing digital presence for diverse industries ranging from live television to international legal and wellness brands. Expert in multi-channel community engagement, content creation, and video editing for social platforms like TikTok and Reels. Proven track record in developing social strategies, managing influencer relations, and delivering data-driven growth for global clients.

KEY SKILLS

- **Content Creation:** Canva Graphic Design, Video Editing (Reels & TikToks)
- **Strategy:** Social Media Strategy, Content Calendar Creation, Blog Writing
- **Engagement:** Community Management & Influencer Outreach
- **Platforms:** Facebook, Instagram, Twitter, Pinterest, TikTok, YouTube, LinkedIn
- **Technical:** Advanced Scheduling Tools, Analytics & Data Analysis
- **Marketing:** Campaign Management & Event Promotion

PROFESSIONAL EXPERIENCE

Social Media Specialist & Influencer Management

October 2022 - Present

Leading PR and Marketing Agency

- Manage diverse portfolio of clients including professional speakers and small business owners.
- Oversee promotion of corporate and client-facing events.

- Produce detailed monthly reports on social media channel performance and campaign metrics.
- Build and maintain influencer databases for targeted outreach and campaign management.

Freelance Social Media Manager**September 2018 - Present***Multiple International Clients (SaaS, Legal, E-commerce, coaching)*

- Provide end-to-end social media management for a variety of global firms including an International Law Firm, Virtual Assistant Agency, and Wellness Platform.
- Develop comprehensive content calendars and high-quality graphics for diverse brand identities.
- Drive brand awareness through strategic blog writing and cross-platform social strategy.
- Clients include businesses in marine sales, custom apparel, furniture, and professional coaching.

Contract Community Manager**November 2018 - April 2019***Global Financial Services App*

- Managed the digital community engagement strategy following a high-profile mobile application launch.
- Ensured brand-consistent communication across all user interactions.

Social Media Manager**February 2017 - August 2018***National Variety Television Show*

- Lead social media management for a prominent live breakfast variety show.
- Developed and executed real-time Instagram content during live broadcasts.
- Managed sponsored content for major international beauty and hair care brands (e.g., L'Oréal, TRESemmé).
- Edited online fashion video content for official clothing sponsors.

Junior Video Editor**July 2016 - February 2017***Television Production Company*

- Responsible for editing high-quality video content for live show inserts.
- Maintained production standards for broadcast quality media.

EDUCATION

Honours: Screen Production

University of Cape Town

Graduated: 2015

Bachelor of Arts: Film & Media

University of Cape Town

Graduated: 2014

LANGUAGES

- English (Full Professional Proficiency)